Study on the formation of the Portuguese preference for brands

Estudo sobre a formação da preferência dos portugueses por marcas

Daniel Nascimento Pereira Silva*
Universidade Santiago, Cidade de Assomada, Cabo Verde

António Cardoso
Faculdade de Ciências Humanas e Sociais da Universidade Fernando Pessoa,
Portugal

Mário João Freitas de Sousa Basto
Departamento das Ciências da Escola Superior de Tecnologia do Instituto
Politécnico do Cávado e do Ave, Portugal

ABSTRACT

Brands have established themselves as a phenomenon of marketing and especially of trade in recent years, due to the growth of the business environment, the stronger bet on marketing campaigns and increasing domestic consumption. Therefore, brands become a strategic asset for companies, requiring management and evaluation, in order for this asset to become a helping tool in shaping consumer preference. One of the pillars of the brand is its sources of value, called by some researchers as dimensions. In studying the formation of preference three dimensions are considered: factors relating to the consumer, factors relating to products and situational factors. An evaluation model of preference will be presented – in which the three dimensions identified above are incorporated - in order to give substance to this investigation. Each of these aspects of the model was evaluated taking into account the variables that it incorporates. The main objective of the study was to study the formation of the Portuguese consumers' preference for brands. The study has the following specific objectives: to analyze how the customer attitude towards the brand influences their preferences; identify the factors that contribute to the formation of preference for brands; and identify whether the situational factors, inherent to the product and the individual have a dominant role in the formation of preference.

KEYWORDS: Brand, preference, models, evaluation.

***Daniel Nascimento Pereira Silva**
Ph.D. in Business Administration from University Fernando Pessoa. Professor in Department of Economics and Business at the University Santiago, Cabo Verde.
(CP. 7310 – Cidade de Assomada, Cabo Verde).
E-mail:
daniel.spnascimento@gmail.com
Address: Cidade de Assomada, CP. 7310, Cabo Verde.

António Cardoso
Ph.D. in Textile Engineering: Management and Design from the University of Minho. Assistant Professor at Department of Communication Sciences and the Department of Management Sciences at the Faculty of Humanities and Social Sciences at the University Fernando Pessoa.
E-mail: ajcaro@ufp.edu.pt

Mário João Freitas de Sousa Basto
Ph.D. in Engineering Science from the Faculty of Engineering, University of Porto. Professor at the Department of Sciences in the School of Technology of the Polytechnic Institute of Cávado and Ave.
E-mail: mbasto@ipca.pt

RESUMO

As marcas têm-se afirmado como um fenômeno do marketing, sobretudo, do comércio nos últimos anos, fruto do crescimento do tecido empresarial, da aposta cada vez mais aguerrida nas campanhas de marketing e do crescente consumo interno. Desta forma, as marcas constituem-se como um ativo estratégico para as empresas, sendo necessário gerir e avaliar este ativo como ferramenta capaz de ajudar na formação da preferência dos consumidores. Um dos pilares da marca são as suas fontes de valor, denominadas por alguns pesquisadores como dimensões. No estudo da formação da preferência abordam-se três dimensões: fatores relativos ao consumidor, fatores relativos aos produtos e fatores situacionais. É apresentado neste artigo um modelo de avaliação da preferência, no qual são incorporadas as três dimensões mencionadas com o objetivo de dar corpo ao presente estudo. Cada uma dessas vertentes do modelo foi avaliada, tendo em conta as variáveis que incorpora.

PALAVRAS-CHAVE: Marca, preferência, modelos, avaliação.

1   INTRODUCTION

The direction of this work to study the formation of the preference of Portuguese consumers for brands is justified given that companies have to deal with the uncertainties and fluctuations of the markets. To keep customers companies must use an intangible asset that is the brand. With this asset will be able to create a positive synergy with customers through emotions, fantasies, feelings and new experiences that arouse them. However, in addition to creating the brand, companies must understand how to shape the preferences of its consumers. In environments with a lot of complexity and scarce resources, the knowledge of their preferences, the dimensions and variables that add value to them are of vital importance to the brand positioning.

The level of knowledge of the external client and factors of formation of the preference for a brand can be a decisive element for the success of the brand and the company which owns it. And identify and differentiate the preferences of consumers, the brand allows companies to develop policies to consumers, mainly develop high levels of loyalty and practice premium prices, maximizing the benefits of the resources spent on marketing.

The main objective of this paper was to study the formation of the preference of Portuguese consumers for brands. The study has the following objectives: to analyze how the customer attitude towards the brand influences their preferences; identify the factors that contribute to the formation of preference for brands and identify whether the situational factors inherent to the product and the individual, have a dominant role in the formation of preference.

The article is structured by an introduction, in which he makes a brief summary of the study, a literature review of some variables used in research, primarily those related to the individual, to the product and situational factors. Finally, it presents the empirical work and conclusions.

2   LITERATURE REVIEW

Consumer preference for a particular product or service does not end with it the assurance that it will be acquired. There are variables inherent in the formation of choice that can affect consumer behavior. However, preference may be an indicator and sales forecasting measurement tool. What matters is to highlight the formation of preference, the identification of factors or variables that determine this preference. Knowledge of these variables and how they behave is critical for the product / service is rightly emphasized the way it is most wanted by the consumer.

2.1 YIELD

The literature on the subject indicates that the yield negatively influences of the "white line" product purchases, ie consumers with lower incomes, buy more products unbranded. Richardson, Jain and Dick (1996) states that families with higher incomes are those that are less likely to purchase products unbranded. Burton et al. (1998) reached the same conclusion because they confirm that with higher incomes, consumers have a more positive attitude towards brands. More recently, Lamey et al. (2007) submit that the relationship between the success of the products / services unbranded and brands have a curve to cycle about the state of the economy.

2.2 PERSONALITY

The concept of brand often exceeds the question of differentiation, making it a more complex matter, ranging from the product itself until the intangibles designed for the product. The personality of the brand, according to Aaker (1996b), is made by a single set of brand associations

that marketers strive to create and maintain. These associations represent beyond the mission, a promise to customers. Several authors argue that the importance of brand personality. To this end, all the marketing mix components should be coordinated (KAPFERER, 1994; Safavi, 1996; BRAND, 1997; Van Mesdag, 1997; Lancaster; PEDRO, 2000; Duarte; RAPOSO, 2005).

2.3 LITERARY ABILITIES

In principle, one would expect a positive relationship between the level of educational attainment and the choice of certain brands of products / services. The higher level of educational attainment is associated with higher levels of income, consequently, higher disposable income to purchase branded products. However, Richardson et al. (1996) report that this relationship is not always expected. According to the authors, sometimes the most educated individuals have more capacity to make more rational shopping, and to evaluate and compare the products of different brands. Refer also to the authors that the less educated individuals are less able to deal with ambiguity, compositions and product attributes. Dawar and Parker (1994) argue that consumers with more qualifications do not give much importance to external signs of the products and therefore are not as exposed to the force that advertising has on them at the time of purchase decision. Richardson, Jain and Dick (1996) state that the most qualified individuals are more rational when buying. But there are conflicting elements, like Omar studies the (1996) and Lybeck, Holmlund-Rytkönen and Saaksjarvi (2006) who claim that the buyer with more academic qualifications are more likely to purchase branded products, corroborating the study Karolefski (1990) and Duarte and Fox (2005) conclude that individuals with higher academic degrees are more loyal to their brands.

2.4 PROFESSION

Studies relating to profession as the preferred training factor at the time of purchase, are scarce and obtained are somewhat different, perhaps even for his time away. Myers (1967) found that women with professional activity are more likely to purchase branded products. Brands and all the marketing mix exert strong pressure at the time of purchase. Women without professional activity are more likely to buy unbranded products. Omar (1996) states that the variable profession plays an important role in shaping the choice of products, as buyers with a less qualified professional activity are more likely to prefer unbranded products, since this less qualified profession may also be associated with a lower level of education. Baltas (2003), disagreeing with the others authors, states that there are not significant differences between the profession and the probability of buying branded products.

2.5 AGE

Regarding the influence of the age of the individual in shaping the preference for branded products, the studies are somewhat contradictory: some suggest that there is a positive relationship; others suggest the existence of a negative relationship. Dick, Jain and Richardson (1995) in a study of consumers of food products, infer that consumers with less than 45 years are more likely to buy branded products more often. People over 45 were less adept at consumer brands and those over 65 years had become even less likely to buy branded products. Younger consumers may be more likely to buy branded products, given that their preferences are not yet fully formed, since older individuals have a more formed preferably fruit age (Cole; Balasubramaniam, 1993; Duarte; RAPOSO, 2005).

Richardson, Jain and Dick (1996) argues that buyers are older have more contact with brands, more shopping experiences, so have a more sophisticated buying process compared to younger individuals tend to form your own product / service by brand or price and buy only branded products with some notoriety. Sethuraman and Cole (1999) follow this line of reasoning to establish

that younger consumers are more susceptible to the influence of advertising, image and are at the same time, less oriented to choose unbranded products. It should be noted that, in the study by Burton et al. (1998), the variable age was not influential at the time of choice.

2.6 PRODUCT

According to Urban and Hauser (1993) the consumer perceives and expresses his preference for strength of product characteristics. The authors state that there are products that preferably exhibit generating characteristics. Fisher et al. (1999) stresses that often brands that have products with a higher level in the most visible attributes are more preferred over competitors.

Dhar, Nowlis and Simonson (1999) warn that a mark must have unique attributes, as they are strong influence on the formation of preference at the time of purchase. According Chernev (2001), the same products with the same types of attributes common to different brands can influence the preference, as they are interpreted as further reasons for the selection of the brand as the preferred. Zhang and Markman (2001) found that the simple fact that there is comparability of the attributes of products, helps form the preference since consumers tend to focus on addressing details of the product, ie the comparable attributes.

2.7 BRAND

The favorable assessment of brand value leads to preference and the purchase of the brand over time, confirming what is recommended by another source of value: loyalty (ASSAEL, 1992; OLIVIER, 1997, 1999; Chaudhuri; HOLBROOK 2001; BACK, 2005; Duarte; RAPOSO, 2005). According to Keller (1993), the greater awareness and responses from the consumers, to stimuli of marks, the more likely will be the choice. The author also suggests that knowledge of the origin and the country of the brand can be determining factors in the formation of preference. The origin of the mark is reported by Papadopoulos and Heslop Bamossy (1990) and Peris et al. (1993), the influence of beliefs about atributosn and consumer print, leading to a preference for branded products. The brand name is also referred to in the literature as one of the most valuable assets, allowing communication with the consumer (Del Rio; Vázquez, Iglesias, 2001). The brand name is one of the most functional attributes, however, allows the consumer to develop the emotional attributes, fantasies, emotions and attitudes toward the brand (ZINKHAN; Martin, 1987; Zeithaml, 1988; Keller, 1993; Gill, Dube, 1998; SRINIVASAN; Till, 2002). To Mehrabian and Wetter (1987), these emotional attributes are related to the base of the formation of the preference of the product and the brand. Riezebos (2003) adds that the importance of the brand name as a functional attribute (extrinsic attribute), depends on four factors: consumer's ability to realize the intrinsic attributes of the product, brand equity, advertising to promote the brand and providing other functional attributes that go beyond the brand name.

2.8 LOGO

The logo plays an important role in the recognition and identification of the brand by consumers (Keller, 2003). The logo is the visual representation of the name and brand, according Botton and Cegarra (1999), as shown in Chart 1 is the graphic expression of the brand name. As stated by Keller (2003) and Riezebos (2003), and the graphic identity, the logo can represent complementary and, symbolically, the brand identity.

CHART 1
Type logos.

TYPE	DESCRIPTION
Simple	Formed by a standard font.
Complex	Formed with words and simple graphics.
Siglótipo	Graphic visual representation of a symbol.
Icótipos	The brand name or the product corresponds to an icon.

Source: Botton e Cegarra, 1999, p. 39.

2.9 IDENTITY

The brand identity is responsible for what it represents for the consumer. Ross (1982) states that: its identity influences the personality and the image that is formed by consumers, from experience, communication and advertising that is made. To Aaker (1997) there is a relationship between the identity of the brand and its consumers. Accordingly, the identity will influence the consumer's preference for the choice.

Having regard to the opinion of several authors (Birdwell, 1968; Ross, 1971; GRAEFF, 1997; PHAU; LAU, 2001; Duarte; RAPOSO, 2005), the likelihood of consumers prefer a brand with identity is very high, since are these brands with a strong identity and personality that will be closer to what the client wants to be. In this case, customers are looking for brands that protrude and raise their self-esteem. By using the brand, the customer is part of the group of those who use drawing to itself, in a way, values, identity and emotionality that the brand designs and allows you.

2.10 IMAGE

According to Keller (1993) the image of a brand is a set of inherent association itself, which saves consumer in his memory. For Aaker (1999) it is how consumers understand the mark. The brand image results from mental representation made by consumers through communication and information that are provided by the brand (GRAEFF, 1997; Porter; Claycomb, 1997; Riezebos, 2003). Korchia (1999) makes a critical analysis of the brand image of definitions presented by Keller (1993) and Aaker (1999, 1996b), claiming they are limited and, therefore, defines the image of the brand should be a wide range of categories which should be evaluated in conjunction with the brand associations. However, the image, that every consumer formula of a brand, is not the same consumer to consumer, since some associations represent a different role for each (DOBNI; ZINKHAN, 1990).

The investigation of these authors concluded that the brand image is a subjective concept and belonging to the consumer, formed by rational and emotional interpretation. The brand image is not sustained by technical or functional aspects, by contrast, is based on emotional aspects (DOBNI; ZINKHAN, 1990). However, the image is shaped by marketing activity in which sustains all its strategic plan and the goal to achieve (Grubb; Grathwohl, 1967). Zinkhan and Hong (1991) argue that brand value is dependent on the relationship between the brand image and the consumer's self-concept. To Grubb and Grathwohl (1967), the image of the brand is a consumer's personality symbol. Already Riezebos (2003) understands brand image as the inductive inference process in which marketing has an important role in achieving the customer's consumption experiences. For the author, the marketing communication is the ideal tool for communicating tangible attributes, intangible, visible and invisible transmitted to the client. It also states that the first image formed by the consumer is very important, as often is the one that remains for a long time, not being changed in the future (DOBNI; ZINKHAN, 1990; ZINKHAN; HONG, 1991; BLACKSTON, 1992; PHAU; LAU, 2001; DE Chernatony; McDonald, 2006; Duarte; RAPOSO, 2005).

2.11 PROMOTIONS

A temporary price reduction, in which the current is lower than previously practiced, can increase sensitivity to promotions by consumers. This factor is defined as a greater propensity for selecting product / service at a particular time (Lichtenstein et al. 1990, 1997). The promotions are used in essence to motivate consumers to search and seize at any given time, discounts in stores (Grewal; Levy, 2007). According to Aggarwal and Cha (1998), promotions of brands strongly influence the purchase of the product by consumers, leading them to be influenced in their purchasing preference.

2.12 PRICE

Customers pay a higher price, also known in the literature for premium price for a brand, if it has a value perceived by the customer. Results, of course, when the clients receive a great number of brand benefits. These benefits can be functional and emotional. It is believed that there is a direct relationship between brand value and willingness to pay a premium price (CHANDON; Wansink, LAURENT, 2000; Ailawadi; Lechmann; Neslin, 2002; Netemeyer et al, 2004). Brand value decreases the perception of risk to the consumer, so the consumer is willing to pay a premium price for a brand with value (Sethuraman; Cole, 1999).

Display social status signals continues to be one of the reasons for purchasing decisions, but these, are reflected today in a complex range of brands and prices. The flasher consumption can be seen as a form of social statement. Intuitively, it makes sense that strong brands can withstand premuium prices since they have a high level of adhesion that is indifferent to the price (MILLER; MUIR, 2009). The influence of price is another aspect to be considered in the investigation, since some studies have shown influence how consumers form their preference (SZYMANSKI; BUSH, 1987; Prendergast, MARR, 1997; GARRETSON; FISHER; BURTON, 2002). The price is a signal that is present in the market and in all buying situations, representing the monetary amount that must be spent between buyer and seller in the transaction (Lichtenstein; RIDGWAY; Netemeyer, 1993; Duarte; RAPOSO, 2005).

It is evidenced by several authors that many consumers use price as an indicator of quality in the product. There is, in this case, the price plays a positive role and therefore high price positively influence the likelihood of purchase (ZEITHAML, 1988; Tellis & Gaeth, 1990; Lichtenstein; BURTON; Netemeyer, 1997).

2.13 PACKING

The package can not be a preference reason in choosing the product, but in some cases, is of utmost importance, because as regards Keller (2003), in some cases, the packaging is responsible for consumer preference modification. The packaging may be a way of evaluating the product by the customer. There are cases where the consumer does not have the technical capacity to evaluate the product at this time; packaging represents an important factor of customer persuasion.

To Riezebos (2003) in the case of marks or little-known product, packaging and price are the main factors or product quality indicators, so factors influencing the preference in the choice. Authors like Underwood, Klein and Burke (2001) and Underwood and Klein (2002) state that the packaging alone is an important communication factor with the customer through their images by improving confidence, evaluation and attitude client to the product.

2.14 INNOVATION

The variable innovation refers to the degree of innovation shown by the trade mark to goods, able to influence the buyer's choice and take it to new experiences (MIDGLEY & Dowling, 1978). According Grazin (1981), if consumers find that the brands innovate, introducing new products and new solutions that surprise, it is expected that his preference is awarded. On the other hand, authors such as Ailawadi, Neslin and Gedenk (2001) state that only the degree of innovation, has no explanatory power on the formulation of consumer preference for certain brand.

2.15 SURROUNDING ENVIRONMENT

The surroundings the purchase has been mentioned by several authors as being influential in shaping consumer preference (Stayman; DESHPANDE, 1989; SCHMITT; SHULTZ, 1995; GRAEFF, 1997; FENNELL et al, 2003; Hellier et al, 2003; DUARTE; RAPOSO, 2005). According to Belk (1975), at certain times, the surrounding factors such as the place, have the ability to engage the consumer influencing him in his choice. The same is confirmed by Duarte and Fox (2005). For Bearden, Woodside and Clapper (1976) the surroundings has the ability to influence when choosing by three factors: First, if consumers do their shopping in a normal time; Second, if the purchase cause the consumer to use the product or brand that acquired; third, if consumers find that the use of the product or brand is appropriate in the situation and the surroundings. Sandell (1968) studied how consumer behavior can be influenced by surrounding factors and sought to assess how important situations and alternatives in the decision process. As a result, we found that consumer choice is strongly influenced by situational factors, mainly the environment. Belk (1975), gives particular preponderance to the place in which it develops the purchase, because the surroundings have the ability to influence the buyer's decision. Using the same concept, Yang, Allenby and Fennell (2002), studied the relationship between the surrounding environment, the motivation of consumers and preference for specific attributes. The conclusions were that there is a relationship between the surroundings and the predisposition to address the consumers purchase the same way as watching certain product attributes. In a different perspective, Becherer, Morgan and Richard (1982) and Schultz (2008), more in terms of segmentation of markets and products, noted the importance of prior knowledge of the sensitivity of consumers and which those who are immune to the surrounding environment factors to purchase.It concludes that for the purchase/sale is successful, it is important to know the consumer in detail. Improved knowledge of the environment as influential factor may result in a benefit for managers and for the brand to explore because it may lead to the modification of the point of sale (POS) or change in merchandising brands in POS.

2.16 MERCHANDISING

Product placement, as it is known is a past century tool (Adams, 1996), reaching larger from 1970 (Baillie, 1996). Confirming this purpose, Battersby and Grimes (1996) state that the merchandise has been around for centuries, indicating that the example that points to this phenomenon is the authorization given by the Pope in the Middle Ages, to certain people to collect contributions being paid with a a percentage thereof. In 1913, according to Baillie (1996) US President, Theodore Roosevelt, authorized the use of his name associated with a teddy bear called Teddy Bear and received financial compensation, to which he donated to the National Parks (IGÚARTUA, 1991; Baillie, 1996; Cornish, 1996; Heinemann, 1996; BELTRÁN, 1998). It is remarkable the expansion of merchandising, but came originally associated with the authorization given by the holder of copyright on fictional characters to another person with the intent to use this in order to promote sales (Introvigne, 1993; Irrera, 1993). Initially, the merchandising was associated with the image and names of known people (Lobato, 1990). Later it was used with the distinctive signs of resource companies, products / services, bringing economic value to brands (PEREIRA, 1998). It was also

used in any signal that, as it was known, would enable the promotion of sales (RAT, 1988). Today, brands using product placement in the POS as a way to promote sales (VERDOVE, 1997; ZORZI, 1995; CARVALHO, 2003).

2.17 RISK

The uncertainty may be related to the greater availability that the consumer has to take the risk for the preference of a particular brand (HORTON, 1976). In the same line of thought (Shriber; HORTON, 1980; HUGSTAD; TAYLOR, BRUCE, 1987) state that the risk may be related to the consequences, goals and expectations that the consumer expects to draw from consumer and a brand on which formed opinion positive through this communication.

For Campbell and Goodstein (2001) and Hellier et al., (2003) is not difficult to accept the opinion of the existence of the risk and the formation of preference in certain types of products, it is very evident. According to Campbell and Goodstein (2001), consumers make their choice, fundamentally, when checking that are associated with high risks. Thus, it appears that the risk of manipulation may be important to increase consumer preference for brand. Following research Sweeney, Soutar and Johnson (1999), it was found that the risk is mediator element in the relationship between product quality and perceived value.

Moreover, Teas and Aggarwal (2001) adds, to this study, as well as product quality and perceived value, the financial risk and performance. From the idea that the risk is often associated with ambiguity, Muthukrishnan and Kardes (2001) studied the relationship between risk and persistence of preference. The results suggest preferably when formed in some ambiguous situations, tends to be more persistent. Therefore, the preferred formed in very ambiguous situations; it tends to be a little persistent. Complementing Folkes (1998) believes that the technological complexity, the high price, the novelty and consumer experiences on certain types of products, influence the consumer's perception of risk.

2.18 COMMUNICATION

A set of studies related to communication, concluded that there is a positive relationship between advertising and consumer attitude toward the brand. The Communication promotes a positive stimulus between advertising and consumer preference against the brand (PAIVIO, 1971; SHEPARD, 1978; MITCHELL; OLSON, 1981; WOODSIDE; WILSON, 1985; CARROLL; DE SOETE, DE SARBO, 1990; DUARTE; RAPOSO, 2005).

Corroborating previous findings were conducted other studies that indicate that the communication of the brand, through advertising and promotions, raises awareness and consumer loyalty in the face of the brand, influencing in a positive way, you prefer the POS (BOGART; LEHMAN 1973; COBB-WALGREN RUBLE; DONTHU, 1995; ALRECK; SETTLE, 1999; LIN WU; WANG, 2000; RIEZEBOS, 2003).

Holbrook (1978) studied the influence of advertising in shaping consumer preference, concluding that communications must be focused on the product attributes that consumers give more attention. Disagree with this position, Munch, Boller and Swasy (1993) state that the product characteristics are not decisive for consumer choice. The brand used as a reference, and against it, are directed to advertising campaigns and tends to be elected by consumers. Brands that in this case lend themselves to communicate less positive attributes of their competitors are heavily penalized by consumers. Takes place here, a kind of reckoning, as consumers is to be ultimately, the evaluators of the product and the brand (DHAR; SIMONSON, 1992; DHAR; NOWLIS; SHERMAN 1999; Bendixen, 1993; MEENAGHAN, 1995).

Creyer and Ross (1997) studied how the communication is performed and how the consumer interprets and stores this in relation to the mark. The results of the study inferred that consumers interpret the communication of how this is done. In conclusion, the form of the communication is carried out, the consumer choice will be influenced. It is therefore important that the brand communication is made on a selective basis and taking into account the type of target consumer. Communication and its impact to the consumer will result in a more or less choose the brand.

3 METHODOLOGY

The research presented is quantitative, it is an exploratory study, and as it is not an inductive study hypotheses were not used, but research questions. The sample was composed of 240 respondents, Portuguese, over eighteen years and consumer branded goods.

The dimensions that are part of the model are factors: situational, relative to the product and concerning the individual. Wanted particular, realizing the impact it has on the formation of preferably each factor and thus the value carries the marks. To better understand the study is presented in Figure 1 which outlines the study. The study has the following objectives: to analyze how the customer attitude towards the brand influences their preferences; identify the factors that contribute to the formation of brand preference and identify whether the situational factors, inherent to the product and the individual have a dominant role in the formation of preference.
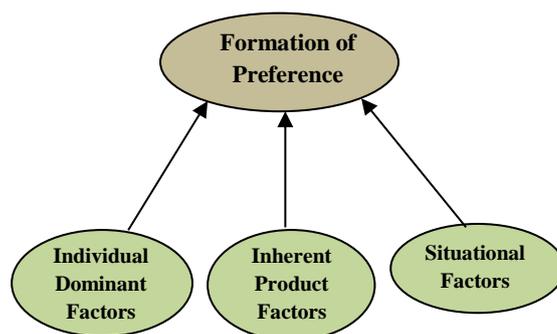
Source: Prepared by.

FIGURE 1 The preferred training model dimensions.

3.1 SAMPLE

The study target population is made up of major Portuguese 18. Sampling was used by quotas set by use of variables that usually are associated with the research objectives and easy to identify. The variables sex and age is used to stratify the sample. For each stratum, the subjects were chosen among the customers present in shopping centers and shops visited. Data collection took place between October 1, 2014 and November 30, 2014. There was obtained 224 valid questionnaires, 51.3% of women against 48.7% of men aged 18-60 years age. Given the difficulty arose in obtaining responses from clients over 60 years of age, it was decided to eliminate the rare cases obtained in this age group. Only four cases (1.8%) had missing values. No variable was reduced excess variability, which does not add valuable information to the model and lead to their elimination.

3.2 DATA COLLECTION INSTRUMENT

The composition of the data collection instrument was a questionnaire with open and closed questions (those in Likert scales) to measure and draw conclusions about the formation of preference. The questionnaire variables were measured in ordinal scale with five levels.

The query other studies always plays an important role, both within the guidance of the study itself, either in the specification of the most important variables to be taken into account in the search. For this purpose, the consultation of the works of Hill and Hill (2000) and Millward Brown (2004a, 2004b) proved to be extremely important, because have created some metrics on consumer preference. The consultation of such studies as the Hellier et al. (2003) and, most importantly, their contribution to the study of Duarte and Fox (2005) was to provide information to enable understanding of the measures proposed for the study. It was then designed a questionnaire that sought to realize, with the Portuguese population clients marks, which factors formed their preferences.

Data collection in shopping centers, shops and streets with clients who agreed to answer the survey was conducted. The software used for data analysis in this study was SPSS Statistics and the Latent Gold.

3.3 DATA ANALYSIS METHOD

The statistical tabulations and analyzes were performed using the IBM SPSS software version 20 (IBM, 2011) and Latent Gold 4.5 (OMAR, 1996; Richardson; JAIN; DICK, 1996; Vermunt; Magidson, 2002; 2005a; 2005b; GARRETSON; FISHER ; Burton, 2002; Jin, HUS, 2005).

3.4 SUMMARY OF METHODOLOGICAL ASPECTS

In Chart 2 can be seen, in a nutshell, all the work done on data collection and followed the corresponding options for data analysis.

CHART 2
Methodological aspects of formation preference summary.

UNIVERSE	Portuguese consumers of branded goods
DATA COLLECTION METHOD	Questionnaire
SAMPLE UNIT	Portuguese population
SIZE OF POPULATION	Undefined
SAMPLE SIZE	240
PROCEDURE SAMPLE	Sample by quotas
FIELD WORK PERIOD	October 1 to November 30, 2014
DATA ANALYSIS	Univariate statistical and Multivariate

Source: Prepared by.

4   FORMATION OF MARKS FOR PREFERENCE

In the study of preference formation, after having examined the data was passed to your presentation through outputs of SPSS Statistics and Latent Gold and discussion of them to meet the goals set for their study.

To measure and evaluate each factor different variables were used: to factors inherent to the individual evaluated the performance and personality; for product-related factors were evaluated the characteristics, brand, logo, identity and image of the product; finally, to the situational factors were evaluated promotions, price, packaging, innovation, the environment, merchandising, risk and communication.

To meet the research objectives, the following steps were followed: identification of homogeneous groups of customers with different preferences using the cluster analysis; characterization of the different groups in relation to demographic factors, factors inherent to the individual, factors inherent to the product and situational factors, identifying the variables that best discriminate the identified groups, ie, that more discriminating customer preferences using descriptive statistics (frequencies) and hypothesis testing (chi-square test).

5 RESULTS

The sample size (240 cases) was enough for any small groups and underlying structures are sufficiently represented. It is intended to obtain the simplest possible structure that represents the homogeneous groups optionally present in the data. This raises the question of identifying variables that will be used to separate different clusters which will draw different customer profiles with respect to their preference. The choice of these variables must be carefully done based and strong conceptual support.

The variables on the demographics of the customers are not numerical, are not suitable for most cluster analysis techniques. The variables associated with factors inherent to the subject show themselves more appropriate to describe how the clusters differ in these respects.

The remaining variables associated with factors inherent to the product and situational factors shown to be suitable for analysis, as they pose a common basis and measure different metrics relating to the preference of the clients of brands in ordinal scale that, in many situations, allows without increase of error, are treated as numeric.

Analyzing the variables that measure key aspects preferred by clients of brands, knowing the negative impact that may result from the inclusion of strongly correlated variables and after careful correlation analysis, we selected thirteen weakly correlated variables of each of the metrics associated with factors inherent to the product and situational factors. The aim is to verify the existence of an underlying structure to the data, whose individuals have identical preferences regarding brands, but different preferences for individuals belonging to different clusters, identifying both what are the demographics and factors inherent to the individual, the product and situational that characterize and distinguish these clusters.

The cluster analysis is highly sensitive to the presence of outliers (Hair, 2010). To initially detect outliers, it used the procedure implemented in SPSS for cases out of the ordinary. To minimize the effect of the order of cases (the algorithm may depend on this order) they were sorted randomly and several solutions were obtained and compared. Obtained the abnormality rates and impacts of each case the variables that contribute most to the classification of cases out of the ordinary, it was decided to remove five cases of analysis.

There was greater stability in the results after the removal of these cases. This procedure created three clusters after the removal of outliers can be the correct value of the data clusters. In order to confirm this value, it proceeded to various analyzes. By applying the generalized k-means algorithm and MS to a process k-fold cross validation number has been suggested clusters of two or three.

With the sample was divided into training sample and the test sample, and comparing the silhouette coefficients obtained in the test sample by applying the k-means algorithm, two-step and SOUND, three clusters solution appeared to be the most suitable.

The SPSS software Modeler was used in this case and Latent Gold software was also used. They were constructed and compared different models in order to identify the one that best fit the data. Thus, different models were constructed with an increasing number of clusters. To evaluate the quality of different models and not obtained assuming that $L ^ 2$ statistic follows a distribution $\chi ^ 2$, we used the bootstrap simulation. The p-values obtained indicated that solutions with two, three or four clusters ($p > 0.05$).

Statistical information criteria were analyzed. These criteria inform the ability to discriminate latent classes, ie, the ability to assign comments to the latent classes. Thus, the BIC (Bayesian Information Criterion) and CAIC (Consistent Akaike Information Criterion) pointed to the model with four clusters as being the one that best fits the data. AWE criteria (Average Weight of Evidence) pointed to the model with three clusters. The latter criterion is similar to the BIC but takes into account, in addition to adjustment and model parsimony, the performance of the same classification.

To compare these three models with two, three or four clusters, resorted to conditional bootstrap simulation to evaluate the possible improvement of a model when it imposes one or more constraints (a situation which occurs with models of two, three or four latent classes). The two and three model clusters are nested versions (restricted) of the four-cluster model is the two clusters is a nested version of the three-cluster model. This process has the advantage that it can be used to evaluate the statistical significance without assuming any underlying distribution. The results show a significant improvement when increasing the number of clusters. The test values obtained with the chi-square statistics and also bootstrap conditional simulation, indicate the four-cluster model as being more appropriate.

Comparing the silhouette coefficient for the two solutions, three or four clusters obtained by the analysis of latent classes, the solution of three clusters always has the highest value, wants to use the Euclidean distance, the sum of the absolute values of the differences or the value maximum absolute value of the difference. The global analysis of the solutions obtained points to the solution of three clusters, obtained from the latent class analysis, as the most stable and interpretable.

5.1 VALIDATION OF ANALYSIS

By comparison with the solutions obtained by the k-means, running the analysis and imposing different initial centroids, the obtained solution showed few cases classified into different clusters (less than 10% of cases). These results support the validity of the solution three clusters obtained by analyzing latent class, with the advantage of possibility to use the probability of belonging to each cluster for subsequent analysis, thereby minimizing the classification error. The discriminant analysis was used to assess the reproductive capacity and classification of new cases. The cross-validation of this analysis was performed using the sample divided into calibration sample with about 60% of cases and validation sample with about 40% of cases. A validation leave one out was also held. It was obtained two significant discriminant functions (p-value <0.001), whose own values were 3.893 for the first discriminant function and 1,632 for the second. These values measure relatively how different clusters are in each discriminant function. To these eigenvalues are respectively 70.5% and 29.5% of the variance explained in terms of differences between clusters. They were obtained as canonical correlation values of 0.892 and 0.787 for the first and second discriminant functions, respectively.

The differences between clusters explain about 79.6% (0.892² = 0.796) scores the variability of the first discriminant function to about 61.9% (0.787² = 0619) of the variability of the second discriminant function scores. Variables with more weight and strongly correlated with the first discriminant function were the variables **think it is important to communicate your brand** and **feels pleasure when it takes a personalized handbag brand**. The variables with greater weight and strongly correlated with the second discriminant function were the variables **purchase your brand even if another gives you the best conditions** and **you prefer your brand even if another is on sale**.

For evaluation of the centroid is observed that the first function essentially discriminates cluster 1 of the remaining two clusters and the second function discriminates essentially the cluster 2 cluster 3. Accordingly, the communication variables with the brand and takes pleasure when a custom bag brand serve essentially discriminate cluster 1 and the remaining variables purchase your brand even if another gives you the best conditions and prefer your brand even if another is on sale essentially discriminate cluster 2 cluster 3.

It was found that 97.8% of the cases are correctly reproduced in the calibration sample and 94.8% of the cases leave one cross validation October In the validation sample 92.9% of the cases are correctly identified. These values show a good ability to play and new observations classification. The results can be seen in Figure 2.
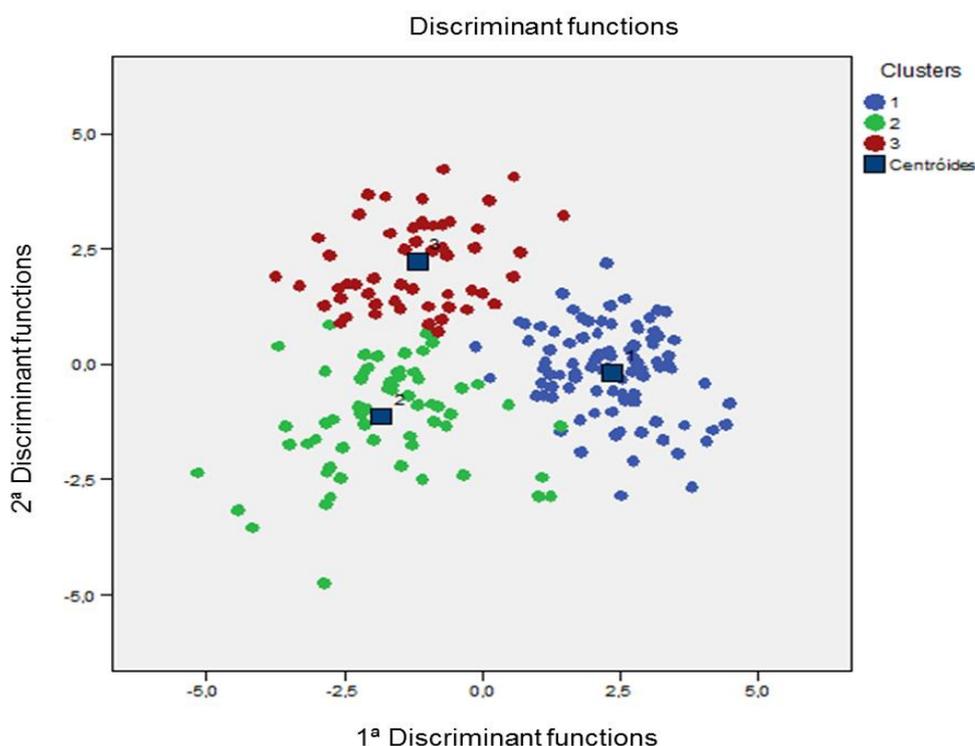

Source: Prepared by.

FIGURE 2
Discriminant functions.

5.2 SOLUTION OBTAINED

Figure 3 shows the mean values obtained for each of the variables used to identify clusters formed by the three subjects assigned to the cluster which is most likely belongs.
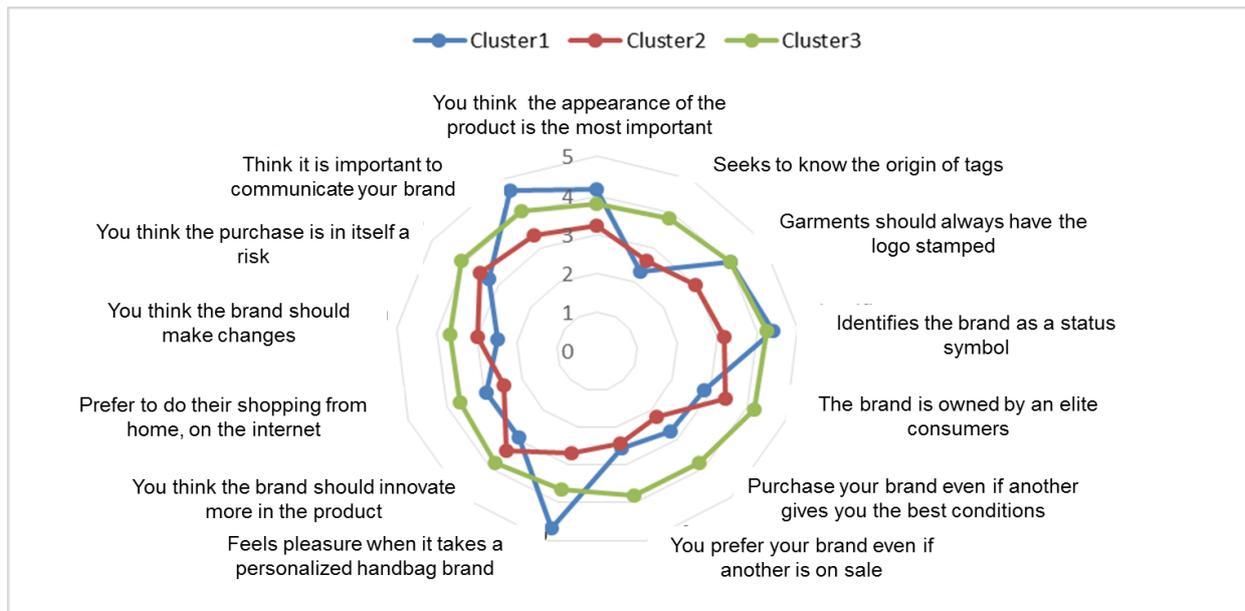
Source: Prepared by.

FIGURE 3
Variable means in each cluster.

Chart 3 shows the correlations between each of the variables and clusters, measuring the importance of each variable in the formation of clusters.

CHART 3
Averages importances in cluster formation.

VARIABLE	CLUSTERS
Feels pleasure when it takes a personalized handbag brand	0,7527
Think it is important to communicate your brand	0,6165
Identifies the brand as a status symbol	0,6058
You prefer your brand even if another is on sale	0,5767
Purchase your brand even if another gives you the best conditions	0,5545
Seeks to know the origin of tags	0,5232
The brand is owned by an elite consumers	0,5167
You think the brand should make changes	0,5078
Garments should always have the logo stamped	0,4990
You think the brand should innovate more in the product	0,4462
Prefer to do their shopping from home, on the internet	0,3998
You think the appearance of the product is the most important	0,3940
You think the purchase is in itself a risk	0,3188

Source: Prepared by.

The variable that most important features distinguishing between clusters is feels pleasure when it takes a personalized handbag brand. It explains about 56.7% of the differences between the clusters. The variable that is less discriminate think the purchase is in itself a risk that explains about 10.2% of the differences between the clusters. These values are obtained from R ^ 2 coefficient of determination. The results may be seen in Figure 4.
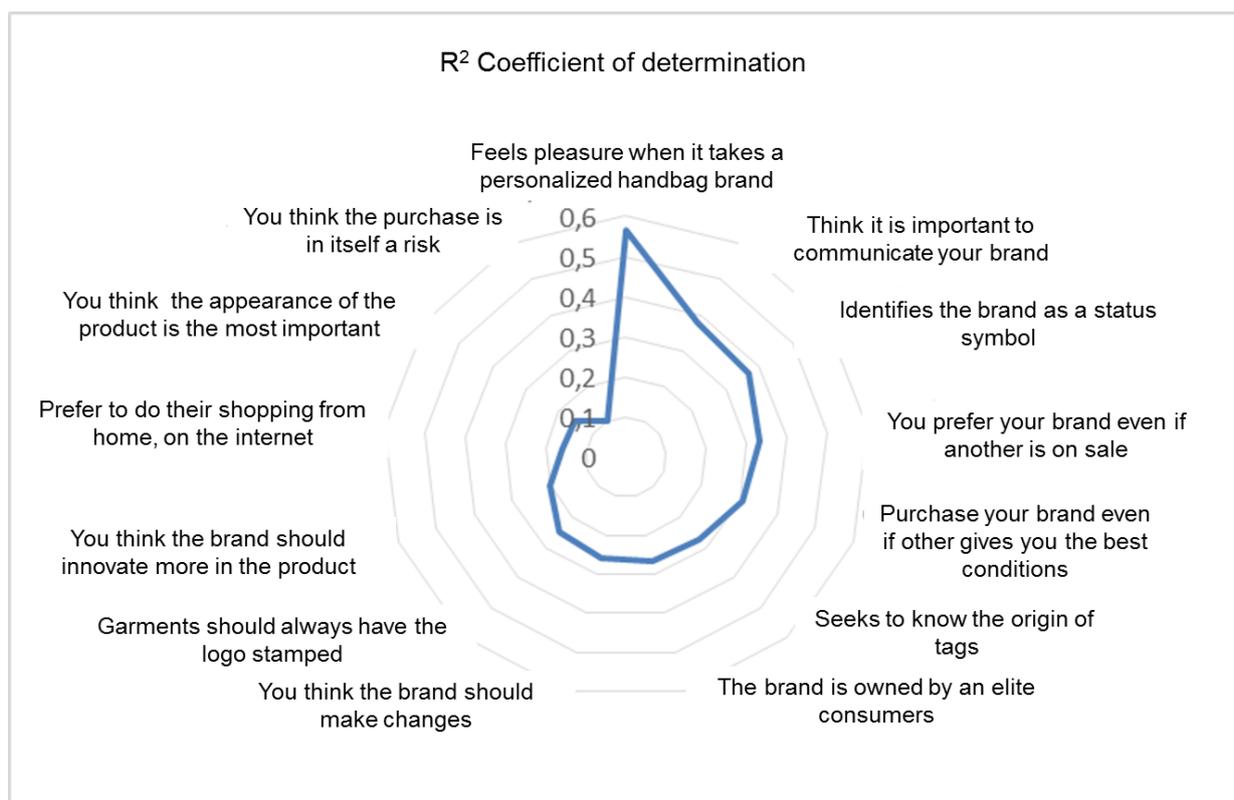
Source: Prepared by.

FIGURE 4
Coefficiente of determination.

For the analysis of the variables with more weight in each of the clusters can be said that the Cluster 1 represents 41.25% of the cases, the largest of the three, the one that includes a larger number of subjects. Its main distinctive features, brand communication, the appearance of the product, the presence of the brand logo, the brand as a symbol of prestige and happy to take a personalized handbag brand. These customers misunderstand the other variables inherent to the other metrics. There is a group of customers who are interested in the status that the brand gives them, because through the brand communication, the appearance of the product and the charm that feels when you take a personalized bag of the brand, it is customers who do not value the other variables, but just the status and momentary importance that the mere fact be accompanied by a custom bag with the brand name gives them. They are customers who pay special attention to the aspects that have to do with the look of the brand, with communication. Thus, this group is called Emotional Customers.

Cluster 2 is 33.26% of the cases and the cluster with the intermediate size, one that encompasses the second largest group of individuals. It is the group that, overall, the worst rating in the different variables (inherent to the product and situational). In this cluster there is that customers are those that less are impressed with the brand, have little brand loyalty, ie, brands have little impact on your preference at the time of purchase. These customers think the brand is owned by a group or elite consumers, brands should innovate more in their products, the purchase is in itself a risk, value the brand communication and claim that the appearance of the product and the most important. These are the customers who make the worst value of the brand and, consequently, their preference for brands is not sustained evident in any of the variables under study. This cluster is a group of consumers who appear to be indifferent to the impact of communication and marketing to them the formation of choice does not exist or is made as a function of other variables that are not under investigation. This group will be called Customers Pragmatists.

Cluster 3 represents 25.49% of the cases and the smallest group of the three, the one that includes the fewest individuals. They are those that evaluate better the different variables (inherent to the product and situational). Customers give more value to the various aspects of the brand, for them the brand is a symbol of prestige and election. It is found that their preference for brands is formed not only by a particular variable, but for the whole set of variables under study. It can be verified by analyzing the results, that individuals who are part of this cluster formulate their preference for brands rather evenly. When analyzing the results, it is concluded that there are variables which project result or less, furthermore, having evaluation variables peaks. It is the most homogeneous group, the brand for these customers, it is something important. They stand to relate the brand is a symbol of prestige and communication that the brand does is very important. Knowing the origin of brands is another important aspect to this group. Given this ability to evaluate brands based on all its dimensions, it was decided to classify this group as functional Customers.

The customer behavior analysis that are part of the three clusters, it can be concluded that in the way customers see the brand and its attitude towards her influence, in fact, the way they structure their preferences. Therefore, Functional Customers turn out to be quite interested in all activities of the brand. This holistic view of the value of a brand clearly allows them to relate emotionally with brands, but also make more rational assessments of the actual benefits of the product. The Pragmatic Customers show a very low degree of involvement with the brands and therefore conduct assessments based solely on the cost / benefit of the products. Finally, Emotional Customers can be considered followers of the brand, because they identify and relate to it, thus declaring, in his assessment, said more rational factors. The design of these profiles is lavish to understand that there are, indeed, different types of consumers and that this has an impact on how they evaluate brands and structure their preferences.

5.3 ANALYSIS OF THE ATTITUDE OF CLIENTS IN RELATION TO THE MARKS

To describe the characteristics of each cluster, demographic variables and all variables associated with different metrics, in addition to the above and that were used in the identification of clusters, we analyzed all other variables. This analysis is of paramount importance in order to estimate the theoretical models and the practical significance of differences between clusters. Through sociodemographic variables - factors inherent to the individual - can differentiate found clusters. While the vast majority of respondents (74%) in the sample are employed and almost half have an income up to 800 euros (48%), the group of Functional Customers comprises a comparatively higher share of employed individuals (93%) and clearly also with higher incomes (74% receives 800 euros per month). Following the results of that report a weak association between educational attainment and rationality in the purchase decision process, it can be seen that are the subjects of this group have, on average, higher formations in the whole sample (47% higher education) followed closely by Emotional clients (44%). Therefore, the inferential analysis of cluster groups reveals that these variables have a discriminant value to differentiate between different groups of customers tend to level Functional Guest group.

The analysis of the different variables that make up the personality of the component can be seen that the Functional Customer (cluster 3) tend to be more rational (48%), and the group assumes, with the highest incidence, their ability to make mistakes (67 %).
In terms of conflict resolution, were the Pragmatic and Functional groups that best assessed their performance (Pragmatic - cluster 2, 74% and Functional - cluster 3, 82%). Regarding the shopping experience, the group of the Functional customers (27%) and Pragmatists clients (23%) evaluate their spending as more rational compared with Emotional Customers (9%).

With respect to factors inherent in the product and as expected are the subjects of the clients functional group that "looks to know all details of the product" with higher intensity (76%). Indeed, the Pragmatic Customers also reveal some interest in deepening the knowledge about the product (58%), but Emoticons Customers clearly not share this need (36%).

Rational profile of the group dubbed Functional tending to consider in their preferred formation of both aspects of the brand identity as the effective characteristics of the product, clearly values quality of product (45%) compared to the other two clusters. Interestingly (59%) of the individuals belonging to the group Emotional Clients say choose the product mainly due to the price and assumes visit other brands before making your purchase decision (69%).

Thus, it seems that Emotional customers have higher permeability to brand communication, but given their sociodemographic, characteristics (lower levels of employment and income), the price seems to be a determining factor when buying decision. Similarly, the Pragmatists are one less visit other stores during the purchase decision process, a fact that is due to a clear trend loyalty to brands by these customers because they are consumers who value more the product of that brand itself.

As regards, the aesthetic characteristics of the products as color and design can be seen that customers who are the most Emotional value (43%). Likewise, these are the customers who feel that "Brands know that inspire him confidence" (91%) revealing an attractive component for ethical and relational image of brands. In this regard it should be noted that functional Customers also affirm confidence in brands (82%) to acquire, but unlike Emoticons not proceed with the purchase if you do not know the brand in question, these customers move forward with the purchase even without know brand (64%). In other words, while for customers Emotional relationship with the brand is key to making the purchase for Functional customers prior knowledge of the brand is not decisive.

Functional customers to adopt a standard for evaluating brands embodied by the analysis of the various dimensions of a brand and product seem to benefit from greater confidence in their decisions, stating categorically (87%) that their brand offers the best cost / benefit. Indeed, these are the customers more value attributed to the brands logo.

The Pragmatic Customers seem to matter less than the other groups to variables such as the brand name or the ease of memorization of the same (11% and 55%, respectively), claiming to know less and enjoy less of the brands logo (18% and 10%) which reinforces the exclusivity that the physical characteristics of the product have on your purchase decision process.

In short, it can be concluded that the correction of semantic reading initially made of clusters generated, contributed simultaneously to the depth of knowledge about the needs and how customers each group, make their purchasing decisions.

The last dimension in assessment are the situational factors on which it can be seen that are the Pragmatists Customers who attach less importance to the environment, merchandising and communication, but realize a moderate risk in their purchases. Diametrically in opposite way, the emotional customers greatly value the environment, the merchandising, and they are not likely to risk and have the most value in some way communication (34%). Functional customers attach some importance to the environment, a high value on communication (67%), merchandising and display willingness to take risks.

6 CONCLUSIONS

This study made it possible to segment the customer universe according to their preferences and how the value in the purchase decision process. Depending on the objectives of this study (to determine how they shape consumer preference and what factors contribute to this formation of preference, and verify that the individual factors, product-related and situational play a leading role in shaping 's preference.), it was possible to reveal three quite distinct groups of consumers when selecting a brand. Thus, it has firstly, a group called Functional (27%) which parameterizes all their purchases depending on a variety of factors at different levels, that is, takes into account both factors related to more immaterial dimensions of brands such as image and communication at the same time making rational price reviews, cost/benefit. The fact that the analysis model used enable further identify the socio-demographic profile, social class and educational background of the group, covers the findings of even greater value.

From an operational point of view, this model allows marketers to target, identify and communicate directly with each customer typology according to their specific needs, namely on the basis of what we value most. Thus, the functional Customers turn out to be quite interested in all activities of the brand. This holistic view of the value of a brand clearly allows them to relate emotionally with brands, but also make more rational assessments of the actual benefits of the product. These clients attach some importance to the environment, value communication, merchandising and display willingness to take risks in the purchase. See themselves in this way, a model that was able to assess the preference of Portuguese by brands, it is a feasible model and can be implemented in other brands and other markets. Rational Functional profile of which tended to consider in their preferred formation of both aspects of the brand identity as the effective characteristics of the product, clearly values product quality, when compared with the other two clusters.

Another client group identified - Pragmatic (23%) - has a clearly rationalist stance in forming their preferences, valuing especially the cost / benefit of each choice they make. These consumers are particularly price sensitive factor, and therefore a sensitive group from the viewpoint of fidelity to the marks. The Pragmatists will certainly change your preference if they experience on the market a lower value proposition, as they demonstrate some willingness to take risks. Reveal a very low degree of involvement with the brands and therefore conduct assessments based solely on the cost/benefit of the product and has a clearly rationalist stance in forming their preferences, especially valuing the cost/benefit of each choice they make. These customers are particularly sensitive to the price factor and is therefore a sensitive group from the point of view of loyalty to brands, and will certainly change your preference if they experience on the market a lower price offer, as they demonstrate some willingness to take risks. They seem to give less importance than the other groups to variables such as brand name and ease of memorizing them. Claim to know less and less like the logo of the brand, which reinforces the exclusivity that the physical characteristics of the product have on your purchase decision process. Are the leasts visits to other stores during the purchase decision process, a fact that is due to a clear trend loyalty to brands, because they are consumers who value the product than the brand itself? These clients attach less importance to the environment, to merchandising and communication, but realize a moderate risk in their purchases.

Finally, we identified the Emotional group (44%), the most significant segment of the sample has sui generis characteristics. While trying on some vectors take on a rational stance, which will meet your financial worries (remember that this is the group with the lowest incomes) are clearly sensitive to the relational component of the marks, feeling particularly attracted by brands and its ethical image. However, are called fans of brands can not forget that the economic constraints they feel would lead them to omit the premium brands? Are those that can be considered followers of the brand, who identify and relate to it, thus declaring, in his assessment, said more rational factors?

They have higher permeability to brand communication, but given their sociodemographic, characteristics (lower levels of employment and income), the price seems to be a determining factor when buying decision. These customers greatly value the environment, merchandising and communication and are not prone to risk.

The fact that the analysis model used also identifies the demographic profile, social class and educational background of the group, covers the findings of even greater value. From an operational point of view, this model allows marketers to target, identify and communicate directly with each customer typology according to their specific needs, namely on the basis of what we value most. The design of the profiles of these groups is lavish to understand that there are, indeed, different types of consumers and that this has an impact on how they evaluate brands and structure their preferences. In short, it can be concluded that the size of brand evaluation confirmed the correctness of the semantic reading initially made of the generated clusters, while contributing to the depth of knowledge about the needs and the way the customers of each group make their decisions buying.

7 REFERENCES

AAKER, D. Measuring Brand Equity Across Products and Markets. *California Management Review,* v. 38, n. 3, spring, p. 102-120, 1996b.

AAKER, J. Dimensions of Brand Personality. *Journal of Marketing Research*, v. 34, n. 3, p. 347-356, 1997.

AAKER, J. The malleable Self: The Role of Self-Expression in Persuasion. *Journal of Marketing Research*, v. 36 (1), p. 45-57, 1999.

ADAMS, J. *Character merchandising*, 2. ed., London: Butterworths, 1996.

AGGARWAL, P.; CHA, T. Asymmetric Price Competition and Store versus National Brand Choice. *Journal of Product and Brand Management*, v. 7, n. 3, p. 244-253, 1998.

AGGARWAL, S.; TEAS, R. Perceived Value: Mediating Role of Perceived Risk. *Journal of Marketing Theory and Practice,* v. 9, n. 4, p. 1-14, 2001.

AILAWADI, K. L.; NESLIN, S. A.; GEDENK, K. Pursuing the Value-Conscious Consumer: Store Brands versus National Brand Promotions. *Journal of Marketing*, v. 65, n. 1, p. 71-89, 2001.

AILAWADI, K.; D. R. LEHMANN; NESLIN, S. A Product-Market-Based Measure of Brand Equity. Cambridge, Working Paper, *Marketing Science Institute*, 2002.

ALRECK, P.; SETTLE, R. Strategies for Building Consumer Brand Preference. *Journal of Product & Brand Management*, v. 8, n. 2, p. 130-144, 1999.

ASSAEL, H. Consumer Behavior and Marketing Action. *PWS-Kent Publishing Company*, Boston, MA, 1992.

BACK, KI-JOON. The Effects of Image Congruence on Customers' Brand Loyalty in the Upper Middle-Class Hotel Industry. *Journal of Hospitality and Tourism Research*, v. 29, n.4, p. 448-467, 2005.

BAILLIE, I. Merchandising: an historical survey. In: Adams, John. *Character merchandising*, 2. ed., London: Butterworths. 1996.

BALTAS, G. A Combined Segmentation and Demand for Store Brands. *European Journal of Marketing*, v. 37, n. 10, p. 1499-1513, 2003.

BATTERSBY, G.; GRIMES, C. *The law of merchandising and character licensing*, New York: Clark Boardman Callaghan, 1996.

BEARDEN, W.; WOODSIDE, A.; CLAPPER, J. Situational and Brand Attitude Models of Consumer Choice Behavior. *Journal of the Academy of Marketing Science*, v. 4, n. 3, p. 566-576, 1976.

BECHERER, R.; MORGAN, F.; RICHARD, L. Informal Group Influence Among Situationally/Dispositionally-Oriented Consumers. *Journal of the Academy of Marketing Science*, v. 10, n. 3, p. 269-281, 1982.

BELK, R. The Objective Situation as a Determinant of Consumer Behavior. *Advances in Consumer Research*, v. 2, p. 427-438, 1975.

BELTRÁN, A. El merchandising. In: Chuliá Vicent, Eduardo; Beltrán Allandete, Teresa. *Aspectos juridicos de los contratos atípicos*, III, Barcelona: Bosch, 1998.

BENDIXEN, M. Advertising Effects and Effectiveness. *European Journal of Marketing,* v. 27, n. 10, p. 19-32, 1993.

BOGART, L.; LEHMAN, C. What Makes a Brand Name Familiar? *Journal of Marketing Research*, v. 10, n. 1, p. 17-22, 1973.

BIRDWELL, AL E. A Study of the Influence of Image Congruence on Consumer Choice. *Journal of Business*, Chicago, v. 41, n. 1, p. 76-88, 1968.

BLACKSTON, M. A Brand with an Attitude: A Suitable Case for Treatment. *Journal of the Market Research Society*, v. 34, n. 3, p. 231-241, 1992.

BOTTON, M.; CEGARRA J. *Le nom de marquee* – Creation et Strategies de marquee. Ediscience International, 50ª tirage, Paris, 1999.

BRAND, C. Strong Creative Strategies Reinforce the Brand Promise. *Direct Marketing*, v. 60, n. 8, p. 46-49, 1997.

BURTON, S.; LICHTENSTEIN, D.; NETMEYER, R.; GARRETSON, J. A Scale for Measuring Attitude Toward Private Label Products and an Examination of its Psychological and Behavioral correlates. *Academy of Marketing Science*, v., 26, n. 4, p. 293-306. 1998.

CAMPBELL, M.; GOODSTEIN, R. The Moderating Effect of Perceived Risk on Consumers` Evaluations of Product Incongruity: Preference form the Norm. *Journal of Consumer Research*, v. 21, n. 3, p. 439-449, 2001.

CARROLL, J.; DE SOETE, G.; DE SARBO, W. Two Stochastic Multidimensional Choice Models for Marketing Research. *Decision Sciences*, v. 21, n. 2, p. 337-356, 1990.

CARVALHO, M. *Merchandising de marcas*. Coimbra: Livraria Almedina, 2003.

CHANDON, P.; WANSINK, B.; LAURENT, G. A Benefit Congruence Framework of Sales Promotion Effectiveness. *Journal of Marketing*, v. 64, n. 4, p. 65-81, 2000.

CHAUDHURI, A.; HOLBROOK, M. The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, v. 65, n. 2, p. 81-93, 2001.

CHERNEV, A. The Impact of Common Features on Consumer Preferences: A Case of Confirmatory Reasoning. *Journal of Consumer Research*, v. 27 (March), p. 475-488, 2001.

CHERNEV, A. The Impact of Common Features on Consumer Preferences: A Case of Confirmatory Reasoning. *Journal of Consumer Research*, v. 27 (March), p. 475-488, 2001.

COBB-WALGREN, C.; RUBLE, C.; DONTHU, N. Brand Equity, Brand Preference, and Purchase Intent. *Journal of Advertising*, v. 24, n. 3, p. 25-40, 1995.

COLE, C.; BALASUBRAMANIAN, S. Age Differences in Consumers´ search for information: Public Policy Implications. *Journal of Consumer Research*, v. 20 (June), p. 157-169, 1993.

CORNISH, W. *Intellectual property*: patents, copyright, trademarks and allied rights, 3. ed. London: Sweet & Maxwell, 1996.

CREYER, E.; ROSS, W. Tradeoffs Between Price and Quality: How a Value Index Affects Preference Formation, *Journal of Consumer Credit Management*, v. 31, n. 2, p. 280-302, 1997.

DHAR, R.; SIMONSON, I. The Effect of the Focus of Comparison on Consumer Preferences, *Journal of Marketing Research*, v. 29, n. 4, p. 430-440, 1992.

DHAR, R.; NOWLIS, S.; SHERMAN, S. *Comparison Effects on Preference Construction*, 1999.

DAWAR, N.; PARKER, K. Marketing Universals: Consumers ´use of Brand Name, Price Physical Appearance and Retailer Reputation as Signals of Product Quality. *Journal of Marketing*, v. 58 (April), p. 81-95, 1994.

DE CHERNATONY, L.; MCDONALD, M. *Creating Powerful Brands*, 3. ed. Oxford: Elsevier, 2006.

DEL RIO, A.; VÁSQUEZ, R.; IGLESIAS, V. The Role of the Brand Name in Obtaining Differential Advantages. *Journal of Product & Brand Management*, v. 10, n. 7, p. 452-465, 2001.

DICK, A.; JAIN, A.; RICHARDSON, P. Correlates of Store Brand Proneness: Some Empirical Observations. *Journal of Product and Brand Management*, v. 4, n. 4, p.15-22, 1995.

DOBNI, D.; ZINKHAN, G. In Search of Brand Image: a Foundation Analysis. *Advances in Consumer Research*, v. 17, p. 110-119, 1990.

DUARTE, P.; RAPOSO, M. *A PLS Model to Study Brand Preference*: Application to a Product Class, PLS and related Methods – Proceedings of the PLS´05 International Symposium, Universidad Polytechnic da Cataluña, Barcelona, 7-9 Setembro, 2005.

FENNELL, G.; ALLENBY, G.; YANG, S.; EDWARDS, Y. The Effectiveness of Demographic and Psychographic Variables for Explaining Brand and Product Category Use. *Quantitative Marketing and Economics,* v. 1, n. 2, p. 223-244, 2003.

FISHER, G.; CARMON, Z.; ARIELY, D.; ZAUBERMAN, G. Goal-based Construction of Preferences: Task Goals and the Prominence Effect. *Management Science*, v. 45 (August), p. 1057-1075, 1999.

FOLKES, V. The Availability Heuristic and Perceived Risk. *Journal of Consumer Research*, v. 15, n. 1, p. 13-23, 1998.

GARRETSON, J.; FISHER, D.; BURTON, S. Antecedents of Private Label Attitude and National Brand Promotion Attitude: Similarities and Differences. *Journal of Retailing*, v. 78, n. 1, p. 91-99, 2002.

GILL, T.; DUBÉ, L. Differential Roles of Brand-Name Associations in New Product Evaluations. *Advances in Consumer Research*, v. 25, p. 343-348, 1998.

GRAEFF, T. Consumption Situations and the Effects of Brand Image on Consumer´s Brand Evaluations. *Psychology & Marketing*, v. 14, n. 1, p. 49-70, 1997.

GRAZIN, K. An Investigation of the Market for Generic Products. *Journal of Retailing*, v. 57 (winter), p. 39-55, 1981.

GREWAL, D.; LEVY, M. Retailing Research: Past, Present, and Future. *Journal of Retailing*, v. 83, n. 4, p. 447-464, 2007.

GRUBB, E.; GRATHWOHL, H. Consumer Self-Concept, Symbolism and Market Behavior: A Theoretical Approach. *Journal of Marketing*, v. 31, n. 4, p. 22-27, 1967.

HAIR, J. F.; BLACK, W. C.; BABIN, B. J.; ANDERSON R. E. *Multivariate Data Analysis*, Pearson Prentice Hall, 2010.

HEINEMANN, A. Trade-related aspects of intellectual property rights. In: *VVAA, From GATT to TRIPs – The Agreement on Trade-Related Aspects of Intellectual Property Rights*, IIC Studies, v. 18, Munich, VCH, p. 401-410, 1996.

HELLIER, P.; GUERSEN, G.; CARR, R.; RICKARD, J. Customer Repurchase Intention. A General Structural Equation Model. *European Journal of Marketing*, v. 37, n. 11/12, p. 1762-1800, 2003.

HILL, M.; HILL, A. *Investigação por questionário*. Lisboa: Edições Sílabo, 2000.

HOLBROOK, M. Beyond Attitude Structure: Toward the Informational Determinants of Attitude. *Journal of Marketing Research*, v. 15, n. 3, p. 545-556, 1978.

HORTON, R. The Structure of Perceived Risk: Some Further Progress. *Journal of the Academy of Marketing Science,* v. 4, n. 4, p. 694-706, 1976.

HUGSTAD, P.; TAYLOR, J.; BRUCE, G. The Effects of Social Class and Perceived Risk on Consumer. *The Journal of Services Marketing*, v. 1, n. 1, p. 47-52, 1987.

IBM CORPORATION. *IBM SPSS Statistics 20*. IBM Corporation, Armonk, New York WEB: http://www-01.ibm.com/software/analytics/spss/, 2011.

IGÚARTUA, A. *La apropriación comercial de la imagen y del nombre ajenos*. Madrid: Editorial Tecnos, 1991.

INTROVIGNE, M. *Sponsorizzazione, merchandising, pubblicitá*. Torino: UTET, 1993.

IRRERA, M. *Concessione di vendita, merchandising, catering*. Milano: Giuffré Editore. ISO 10668 - Monetary Brand Valuation, 1993.

JIN, B.; SUH, Y. Integrating effect of consumer perception factors in predicting private brand purchase in a Korean discount store context. *The Journal of Consumer Marketing*, v. 22, n. 2, p. 62-71, 2005.

KAPFERER, J. N. *Strategic Brand Management*. New York: Free Press, 1994.

KAROLEFSKI, J. Recession is a Growth Opportunity. *Supermarket News*, October 22, p. 28-44, 1990.

KELLER, K. Conceptualizing, measuring and managing customer-based brand equity, *Journal of Marketing*, n. 57, n. 1, p. 1-22, 1993.

KELLER, S.; KOUTROUMBAS, K. *Pattern recognition*. NY: Academic Press, 1999.

KELLER, K. *Strategic Brand Management* – Building, Measuring and Managing Brand Equity, 2. ed., Prentice Hall, New Jersey, 2003.

KORCHIA, M. A New Typology of Brand Image. *European Advances in Consumer Research*, v. 4, p. 147-154, 1999.

LAMEY, L.; DELEERSNYDER, B.; DEKIMPE, M.; STEENKAMP, J-B. How Business Cycles Contribute to Private-label Success: Evidence from the United States and Europe. *Journal of Marketing*, v. 71, n.1, p. 1-15, 2007.

LENCASTRE, P.; PEDRO, M. A Marca. In: BRITO, C. M.; LENCASTRE, P. (Eds.). *Os horizontes do marketing,* p. 61-84. Editorial Verbo, Lisboa, 2000.

LICHTENSTEIN, D.; NETEMEYER, R.; BURTON, S. Distinguishing Coupon Proneness From Value Consciousness: an Acquisition-Transaction Utility Theory Perspective. *Journal of Marketing,* v. 54 (July), p. 54-67, 1990.

LICHTENSTEIN, D.; RIDGWAY, N.; NETEMEYER, R. Price Perceptions and Consumer Shopping Behavior: a Field Study. *Journal of Marketing Research*, v. 20 (May), p. 234-245, 1993.

LICHTENSTEIN, D.; BURTON, S.; NETEMEYER, R. An Examination of Deal-Proneness Across Sales Promotion Types: a Consumer Segmentation Perspective. *Journal of Retailing*, v. 73, n. 2, p. 283-297, 1997.

LIN, C.; WU, W.; WANG, Z. A Study of Market Structure: a Brand Loyalty and Brand Switching Behaviors for Durable Household Appliances. *International Journal of Market Research*, v. 42, n. 3, p. 277-300, 2000.

LOBATO, G. Aproximación a la Figura del Merchandising. In: *RDM*, n. 195, p. 137-140, 1990.

LYBECK, A.; HOLMLUND-RYTKONEN, M.; SAAKSJARVI, M. Store Brands versus Manufacturer Brands: Consumer Perceptions and Buying of Chocolate Bars In: Finland. *International Review of Retail*, Distribution and Consumer Research, v. 16, n 4, p. 471-492, 2006.

MEENAGHAN, T. The Role of Advertising in Brand Image Development. *Journal of Product & Brand Management*, v. 4, n. 4, p. 23-34, 1995.

MEHRABIAN, A.; WETTER, R. Experimental Test of an Emotion-Based Approach to Fitting Brand Names to Products. *Journal of Applied Psychology*, v. 72, n. 1, p. 125-130, 1987.

MILLER, J.; MUIR D. *O negócio das marcas*: construir marcas fortes para valorizar as empresas. Lisboa: Tinta da China, 2009.

MIDGLEY, D.; DOWLING, G. Innovativeness: The Concept and its Measurement. *Journal of Consumer Research,* v. 4 (March), p. 229-420, 1978.

MILLWARD, B. *A situação da RTP no contexto competitivo atual,* maio, 2004a.

MILLWARD, B. *A juventude europeia e as suas marcas*, março, 2004b.

MITCHELL, A.; OLSON, J. Are Product Attribute Beliefs the only mediator of Advertising Effects on Brand Attitude? *Journal of Marketing Research*, v. 18, n. 3, p. 318-332, 1981.

MUTHUKRISHNAN, A.; KARDES, F. Persistent Preferences for Product Attributes: The Effects of the Initial Choice Context and Uninformative Experience. *Journal of Consumer Research*, v. 28, n. 1, p. 89-104, 2001.

MUNCH, J.; BOLLER, G.; SWASY, J. The Effects of Argument Structure and Affective Tagging on Product Attitude Formation. *Journal of Consumer Research*, v. 20, n. 9, p. 294-302, 1993.

MYERS, J. Determinants of Private Brand Attitude. *Journal of Marketing Research*, v. 4, n. 1, p. 73-81, 1967.

NETEMEYER, R.; KRISHNAN, B.; PULLIG, C.; WANG, G.; MEHMET, Y.; DWANE, D.; RICKS, J.; WIRTH, F. Developing and Validating Measures of Facets of Customer-Based Brand Equity. *Journal of Business Research,* v. 57, n. 2, p. 209-224, 2004.

OLIVIER, R. Satisfaction: *A behavioral perspective on the consumer*. New York: McGraw-Hill, 1997.

OLIVIER, R. Whence Consumer Loyalty? *Journal of Marketing*, Special Issue – Fundamental Issues and Directions for Marketing, v. 63, p. 33-44, 1999.

OMAR, O. Grocery Purchase Behavior for National and Own-Label Brands. *Services Industries Journal*, v. 16, n. 1, p. 58-66, 1996.

PAIVIO, A. *Imagery and verbal processes*. Holt, Rinehart, and Winston. New York, 1971.

PAPADOPOULOS, N.; HESLOP, L.; BAMOSSY, G. A Comparative Image Analysis of Domestic versus Imported Products. *International Journal of Research in Marketing*, v. 7, n. 4, p. 283-294, 1990.

PERIS, S.; NEWMAN, K.; BIGNE, E.; CHANSARKAR, B. Aspects of Anglo-Spanish Perceptions Arising from Country-of-origin Image. *International Journal of Advertising*, v. 12, n. 12, p. 131-142, 1993.

PEREIRA, A. *Contratos de Patrocínio Publicitário*. In: ROA, ano 58, Tomo I, p. 317-341, 1998.

PHAU, I.; LAU, K. Brand Personality and Consumer Self-expression: Single or Dual Carriageway? *Brand Management*, v. 8, n. 6, p. 428-444, 2001.

PORTER, S.; CLAYCOMB, C. The Influence of Brand Recognition on Retail Store Image. *Journal of Product & Brand Management*, v. 6, n. 6, p. 373-387, 1997.

PRENDERGAST, G.; MARR, N. Perceptions of Generic Products: a Macro and Micro View. *Journal of Product and Brand Management,* v. 6, n. 2, p. 93-108, 1997.

RATO, G. *La Protection des Marques Notoires et de Haute Renomée au Portugal.* Université Robert Schuman, Strasbourg, 1988.

RICHARDSON, P.; JAIN, A.; DICK, A. Household Store Brand Proneness: A Framework. *Journal of Retailing*, v. 72, n. 2, p. 159-185, 1996.

RIEZEBOS, R. Brand Management. A Theoretical and Practical Approach. *Prentice-Hall/Financial Times*, Essex, 2003.

ROSS, I. Self-Concept and Brand Preference. *Journal of Business*. Chicago, v. 44, p. 38-50, 1971.

ROSS, I. The Effect of Brand Names. *Advances in Consumer Research,* v. 9, p. 178-480, 1982.

SAFAVI, F. Winning the battle of corporate/brand images: An image-focused model for selection of names and logos. *The Journal of Brand Management*, v. 3, n. 6, p. 377-399, 1996.

SANDELL, R. Effects of Attitudinal and Situational factors on reported Choice Behavior. *Journal of Marketing Research*, v. 5, n. 4, p. 405-408, 1968.

SCHMITT, B.; SHULTZ, II, CLIFFORD, J. Situational Effects on Brand Preference for Image Products. *Psychology & Marketing*, v. 12, n. 5, p. 433-446, 1995.

SCHULTZ, D. Where is the New Stuff? *Marketing Management.* Chicago: American Marketing Association. May/June, p. 10-11, 2008.

SETHURAMAN, R.; COLE, C. Factors Influencing the Price Premiums that Consumers Pay for National Brands over Store Brands. *Journal of Product and Brand Management,* v. 8, n. 4, p. 340-351, 1999.

SHEPARD, R. The Mental Image. *American Psychologist*, v. 33, n. 2, p. 125-137, 1978.

SHRIBER, A.; HORTON, R. Some Effects of Perceived Risk on Consumer Information Processing. *Journal of the Academy of Marketing Science*, v. 8, n. 3, p. 255-263, 1980.

SRINIVASAN, S.; TILL, B. Evaluation of search, experience and Credence Attributes: Role of Brand Name and Product Trial. *Journal of Product & Brand Management*, v. 11, n. 7, p. 417-431, 2002.

STAYMAN, D.; DESHPANDE, R. Situational Ethnicity and Consumer Behavior. *Journal of Consumer Research*, v. 16, n. 3, p. 361-371, 1989.

SWEENEY, J.; SOUTAR, G.; JOHNSON, L. The Role of Perceived Risk in the Quality-Value Relationship: A study in a Retail Environment. *Journal of Retailing*, v. 75, n. 1, p. 77-105, 1999.

SZYMANSKI, D.; BUSH, P. Identifying the Generics-Prone Consume: a Meta-analysis. *Journal of Marketing Research*, v. 24, n. 4, p. 425-431, 1987.

TELLIS, G.; GAETH, G. Best Value, Price-Seeking, and Price-Aversion: The Impact of Information and Learning on Consumer Choices. *Journal of Marketing,* v. 54, n. 2, p. 34-45, 1990.

UNDERWOOD, R.; KLEIN, N.; BURKE, R. Packaging Communication: Attentional Effects of Product Imagery. *Journal of Product & Brand Management,* v. 10, p. 403-422, 2001.

UNDERWOOD, R.; KLEIN, N. Packaging as Brand Communication: Effects of Product Pictures on Consumer Responses to the Package and Brand. *Journal of Marketing Theory and Practice*, v. 10, n. 4, p.58-68, 2002.

URBAN, G.; HAUSER, J. *Designer and marketing of new products.* Prentice-Hall, Englewood Cliffs. New Jersey, 1993.

WITTEN, IAN H.; EIBE, FRANK. *Data mining:* practical machine learning tools and techniques, 2. ed., Elsevier, Inc., 2005.

WOODSIDE, A.; WILSON, E. Effects of Consumer Awareness of Brand Advertising on Preference. *Journal of Advertising Research*, v. 25, n. 4, p. 41-47, 1985.

VAN MESDAG. M. Brand Strategy needs turning back to front. *Marketing Intelligence & Planning*, v. 15, n. 3, p. 157-159, 1997.

VERDOVE, G. *Circolazione del marchio e trasparenza del mercato*. Pandova: Cedam, 1997.

VERMUNT, JEROEN K.; MAGIDSON, JAY. *Latent Gold 4.0 User's Guide*. Statistical Innovations Inc., Belmont, MA, 2005a.

VERMUNT, JEROEN K.; MAGIDSON, JAY. *Technical guide for Latent Gold 4.0:* Basic and advanced. Statistical Innovations, Inc., Belmont, MA, 2005b.

VERMUNT, JEROEN K.; MAGIDSON, JAY. Latent class cluster analysis. In: Hagenaars, J. A.; McCutcheon, A. L. (Edt.). *Applied latent class analysis*, p. 89-106. Cambridge University Press, Cambridge, England, 2002.

YANG, S.; ALLENBY, G.; FENNELL, G. Modelling Variation in Brand Preference: The roles of Objective Environment and Motivating Conditions. *Marketing Science,* v. 21, n. 1, p. 14-31, 2002.

ZANG, S.; MARKMAN, A. Processing Product Unique Features: Align ability and Involvement in Preference Construction. *Journal of Consumer Psychology*, v. 11, n. 1, p. 13-27, 2001.

ZEITHAML, V. Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, v. 52, n. 3, p. 2-22, 1988.

ZINKHAN, G.; MARTIN, C. New Brand Names and Inferential Beliefs: Some Insights on Naming New Products. *Journal of Business Research*, v. 15, n. 2, p. 157-172, 1987.
ZINKHAN, G.; HONG, J. Self-Concept and Advertising Effectiveness: A Conceptual Model of Congruency Conspicuousness, and Response Mode. *Advances in Consumer Research*, v. 18, p. 348-354, 1991.

ZORZI, N. Cessione, licenza e merchandising di marchio. In: Galgano, Francesco. *VVAA, I Contrati del commercio, del índustria e del mercato finanziario*, Tomo II, UTET, Torino, 1995.