When Consumer Demographics Play a Vital Role: Brand Relationship Approach

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Key Words:

1. Brand Relationship
2. Brand relationship measures
3. Consumer Demographics
4. Cell Phone
5. Channels of Distribution

Abstract

Purpose: The purpose of this research is, to investigate the impact of consumer demographics on level of brand relationship.

Methodology: The authors performed a quantitative analysis by means of a survey using a judgmental sample technique. Independent t- test and one-way ANOVA were carried out to test directional hypotheses and to identify the impact of consumer demographics on their level of brand relationship.

Findings: Result of present study shows that the demographics (gender, income, age, level of education and marital status) affect the level of brand relationship. Study also shows the strength of brand relationship changes with regards consumer demographics.

Value: The study will provide base to the brand management academicians and practitioners to categories consumers on the basis of their brand relationship with consideration of consumers'demographic profile.

Keyword: Brand relationship, brand relationship measures, consumer demographics, Cell Phone.

INTRODUCTION

The construct of a brand relationship is quite complex. Numerous types of brand relationships can be identify and each of them is associated with different emotions and norms . Although marketers may be interested in developing deep and lasting relationships between consumers and their brands, not all relationships are regard as "committed partnerships." Some are like best friends, others like causal flings, codependency, or secret affairs. Brand relationships, much like committed partnerships, take many forms. One critical purpose is that they help consumers develop and communicate something about them: who they were, who they are, who they want to be, and who they do not want to be (MacInnis, Park, &Priester, 2009).

There has been a significant amount of work done in the field of consumer brand relationships in the past decade and it is still an emerging area of study for researchers (Fournier, 1998; Sahay & Sharma, 2010). More than course of decade, we have not only learned about the nature and function of relationship that consumers have with brands

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but also the process of development of consumers brand relationship. In broader sense research of brand relationship, grounded as it is in the thought of consumers as active meaning maker, which influence brand marketing decision in various context . A number of authors believe brand as a partner in a dyadic relationship with the buyer (Aaker D. , 1995; Aaker, Fournier, & Brasel, 2004). Despite the importance of brand relationship on the one hand and consumer demographics on the other hand, little is known about the existence and nature of demographics differences in brand relationship. This is surprising because in the view of gender differences if male and female relationships differ, men and women might require a different selling approach, has different levels of customer value, and may respond differently to brand loyalty programs and other actions aimed at enhancing customer relationship. .

THEORETICAL FRAMEWORK AND HYPOTHESES:

The development of an individual's identity is the key motivation for forming brand relationships. Brands also provide utilitarian and emotional benefits to consumers. .There is no a single definition of brand relationship which will elucidate the exact meaning and interpretation of brand relationship, following are the some definitions of construct of brand relationship which was presented by management researchers.

"Brand relationship defined as the relationship between the

customer and brand, and it is relate to personal identification of the customer with the brand".

"Brand relationship in which, brands may become an active relationship partner for the consumer and provide meanings in a psycho-socio-cultural context".

Susan Fournier (2009), a pioneer in the field of brand relationships, identifies three central tenets on the usefulness of brand relationships, their complexity, and their evolution. First, brand relationships are purposive; they provide resources and meaning that help people live their lives. The second principle refers to the complexity of brand relationships, which are characterized by numerous dimensions and take various forms. Fournier identifies over 50 such dimensions. Brand relationships can be characterized as cooperative or competitive, emotional or functional, deep or superficial. They can take forms that are positive (committed partnerships, best friendships), neutral (casual acquaintances), or negative enslavements. Fournier argues that a contractual lens on the relationship phenomenon can also provide insight into brand relationships, since that lens affords a consideration of the rules and norms that guide the development, maintenance, and dissolution of relationships. This perspective leads to the third tenet, which describes the process of how relationships form and evolve. The evolving nature of brand relationships has been largely unexplored .

Martin Reimann and Arthur Aron (2009) expand on Fournier's first tenet—the purposive nature of brand relationships. The authors suggest that brand relationships are fundamentally motivating because they help consumers fulfill their goals. Although empirical work using self-expansion theory in a brand relationship context is limited, Reimann and Aron posit that, like people, brands afford opportunities for consumers to expand their sense-of self; hence the self-expansion construct may afford a useful mechanism for explaining why consumers become brand loyal. The authors hypothesize that new brand relationships can be emotionally intense and can create strong potential for self-expansion. .According to PankajAggarwal (2009) as we just as consumers have norms that guide human relationships, they also have norms that guide brand relationships. Two types of brand relationship norms can be identified. Some brand relationships are viewed from a transactional perspective (expecting monetary rewards) and other relationships are viewed from a communal perspective (with no expectation of monetary payment). .

Consumer Demographics and Brand Relationship:

Gender differences have been marked across a wide variety

of marketing practices. Marketers use gender as an important segmentation variable to classify a product or a brand for men or for women . Gender is most commonly used as an important demographic variable to investigate male and female differences relative to brand perceptions and brand choices(Dawar & Parker, 1994; Gainer, 1993).

In some branding research gender approach focuses on developing masculine and feminine images for brands. As semantic gender is derived from associative meanings, a brand's gender image may have an impact on how consumers evaluate the brand. . The result indicated that individuals can view brands as distinctly masculine or feminine, and men and women respond differently to the masculine brand and feminine brand. Research suggested that individuals apply masculine or feminine associations with an object and transfer out the neutral residue of other associations. Accordingly, the linguistic gender marking with a brand can influence consumer brand recalls and brand evaluations . A few other studies also suggested that gendered brand image leads to different brand perceptions, and men and women tend to respond differently to different gendered brand positioning .Previous research suggested that gender difference plays an important role in the way consumers perceive and relate to brands (Monga, 2002; Sirgy, 1982). Males and females are dissimilar in processing brand awareness , developing brand attitudes , and building brand relationships .

Research has found that the middle-income group tends to be involved and associate with brands that lead to the purchase decisions . The individuals' sensitivity to price is conditioned by a series of factors like market share, level of competition, activity in display, brand loyalty or other variables related to the consumer like his income .Higher Income Groups are more brands loyal; this segment can afford more brand choices and hence base their behavior on their attitude. For them attitudinal loyalty is high (brand commitment is more) rather than price factors. This attitudinal loyalty also leads them to pay a higher relative price for the brand .While there was no significant difference between the income groups, the high-income segment was more brands loyal, had more brand awareness, and had greater perception of quality and with better brand association .Branded products still account for the bulk of consumer-packaged goods (CPG) purchases across all income strataand the variance among income levels is relatively minor . There is perception that low-income consumers are not brand conscious ,as other research findings suggest that brand is extremely important to low income class of consumers , even though, there is perception that low primary concern of low-income class

consumers is price.

In multiple and important categories, older consumers tend to prefer older brands, and market shares differ greatly across age segments:Consumers can initiate along-term attachment to a brand at any age, not just in theirearly "formative" years, and because mature and older consumers tend to remain attached for a longer period, converting them into brand loyalists can be highly profitable . Consumers might remain attached to a perfume, just as they are attached to material possessions. The concept of attachment originally pertained to the bond between an infant and a parent ; it also can apply to people of all ages in consumption situations .

Young consumers would hold different perceptions of brands from different cultural origins, proposing culture of origin as an important extrinsic cue in their evaluation of brands' .Interestingly, young consumers favorably perceived a brand on emotional value with a high awareness of the brand ultimately encouraging purchase intention. This implies that emotional value may be critical for young consumers when making brand choices .The young adults' perception of celebrity endorsers has a positive influence .There is also research that shows that young consumers may change their loyalties towards a particular brand depending on the situation and the role they play. When they are independent, they also like to experiment with new brands whereas more serious and responsible roles may make them switch over to the brand used by their parents .The younger age group is likely to be more emotionally involved with the brand as compare to other age group. The younger age group loves their brands and is more passionate about them .

The research done by Ioan (2009) suggests that, when establishing brand loyalty based marketing strategies, companies should focus on income and gender driven market segments, in the case of non-durables, while with durables they should be concerned with age and education driven market segments, as these demographics are those which can influence brand repurchase intentions significantly (Ioan, 2009). The consumer level of education has positive association with brand loyalty (Kansra, 2014). Kanwar&Pagiavlas (1992) state that factors such as higher education act to reduce brand loyalty, consumers from the higher education class may perceive fewer differences between brands, and are thus more willing to switch brands than lower education class consumers.

The research done by Kansra (2014), prove that the marital status affect the consumer buying decision, while they are buying branded products. Brand recall affects by many different consumer demographic factors such age, income, education and marital status. According to Alexander & Judd (1978), the married men can significantly recall many brand names as compare to single men.

The present literature leads to the following propositions;

H1: There is a significant difference in the level of brand relationship with regards of consumer gender.

H2: The age of consumers affect their level of brand relationship.

H3: The incomes of consumers affect their level of brand relationship.

H4: The level of education of consumers affects their level of brand relationship.

H5: The marital status of consumers affects their level of brand relationship.

METHODOLOGY:

With the objective of study, to analyze the impact of consumer demographics(gender, income, age, level of education and marital status)on level of brand relationship, we employ well-structured questionnaire to collect primary data. The questionnaire contains measures of construct of study and demographics of consumers. To measure observed variables, implemented seven point likert scale with a response format from "strongly disagree" (1) to "strongly agree" (7). The statements were adopted from past research work . We select Cell Phone brand from consumer electronic goods for data collection. The basis of selection of Cell Phone is that repeat purchase of same product with considerable time span, gender neutralized product, affordable for the middle (Social and economic), different brand available within same product category and viewing the personality of consumers.

The content validity of the questionnaire was assessed through examination by experts in the area. Primary changes were made to clarify or delete some statements according to recommendations or comments of the experts. The study sample consists of 224Cell Phone users from Pune city, India. Data collections were done with judgmental sampling technique. Primary data collected from 300 respondents through structured questionnaire, out of these 300 questionnaires, 224 qualified questionnaires were used for the data analysis after eliminating those surveys completed incorrectly or missing too many questions, response rate of study was almost 75 percent. Data analysis was done using SPSS Version 20.

3.1.Measures of brand relationship and its validity and

reliability:

After reviewing extensive branding literature we found that direct measures of brand relationship is not available, but there are measures which are principally related to construct of brand relationship such as brand attachment , brand relationship functions(Ashworth, Dacin, & Thomson, 2009) and brand relationship quality(Fournier, 2000). On the basis of analysis of correlation between all observed variables, convergent validity and reliability statistics, seven observed variables selected for present study (Table-1). We compute Cronbach's alpha for assessing reliability as it shows measures of brand relationship has high reliabilityα= .92. The scale has high face validity as all the measurement items have been developed on the basis of careful review of available literature . The measures of construct also indicate high convergent validity as the correlation between all observed variables reported greater than .85 (Bagozzi, Yi, & Phillips, 1991).

DATA ANALYSIS AND FINDINGS:

Following table-2 represent the selected characteristics of survey sample such as Gender, age and income group of respondent.

Gender and brand relationship:

A value of Levene's Test for Equality of Variances is F= 0.063, P >.05 means that the variability in your two category is not the same. That the scores of one category vary much more than the scores of second category. Put scientifically, it means that the variability in the two categories is significantly different. On the basis of Independent Samples Test statistics, the female respondent shows strong brand relationship (M= 5.3400, SE= .20667) than male respondent (M= 4.2800, SE= .21746) t (222) = -5.53, p< .05. calculated 'effect size' i.e. r = .34, this represent a medium effect, therefore as well being statistically significant, this effect is medium and represent substantive findings. As 'p' value is .002 we reject the null hypothesis and test statistics reveal that gender of consumers significantly influences the level of brand relationship.

Income and brand relationship:

With thepresent data set the assumption of homogeneity of variance is tenable as values of levens statistics is significance at.085. With the significance of levens statistics we are not going for robust test of equality of means.

For analysis of multiple comparisons between all income categories we run Post Hoc Tests, as assumption of homogeneity of variance is tenable we select Bonferroni procedures. The advantage of Bonferroni is it control Type –I error rate very well and also very useful test for our data because we have very different sample size amongst different income groups. If we observed Post Hoc Tests, the Bonferroni test revels that the all groups are significantly differ with each other except the lower level income such as less than 1 Lac and 1 Lac to 3 Lac, and one higher income group between 6 Lac to 10 Lac and More than 10 Lac. This finding also proves that the strength of brand relationship decline as consumer income increases. And one interesting interpretation on the basis of this test we can state that, the level of brand relationship amongst lower income class is stronger than any other income class. Graphical analyses also interpret the same result.

Table-1: Measures of Construct

Construct	Measurable variables	Sources	Cronbach's alpha
Brand Relationship	This brand is an integral part of my daily life This brand and I are perfect for each other I develop relationships with others who use brand	(Fournier, 2000)	.92
	I would really miss this brand if it went away This brand is special to me.	(Keller, 2001)	
	I feel close to this brand. This brand makes me feel secure and safe in an uncertain world.	(Ashworth, Dacin, & Thomson, 2009)	

Table-2: Select Characteristics of Survey Sample for Cell Phone

Characteristics	Value	Frequency	Percent
Gender	Male	119	53.12
	Female	105	46.88
Age Group	Above 16 years and up to 24 years	76	33.90
	25 years and up to 34 years	84	37.50
	35 years and up to 44 years	28	12.50
	45 years and up to 54 years	23	10.30
	Above 54 years	13	05.80
Income Class	Less than 1 Lac	48	21.40
	1 Lac to 3 Lac	75	33.50
	3 Lac to 6 Lac	62	27.70
	6 Lac to 10 Lac	29	12.90
	More than 10 Lac	10	04.50
Marital Status	Married	76	33.9
	Unmarried	145	64.7
	Other (Divorced, Widowed and Separated)	03	01.3
Level of Education	Below Graduation	13	05.8
	Graduate	129	57.6
	Post graduation and above	82	36.6

Table-3: Independent Sample Test

Brand Relationship	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	t	df	Sig. (2-tailed)	Mean Diffe rence	Std. Error Diffe rence	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	.063	.805	-5.53	222	.002	-1.06	.3000	-1.690	-.4297
Equal variances not assumed			-5.53	218	.002	-1.06	.3000	-1.690	-.4296

Age and brand relationship:

Assumption of homogeneity of variance is tenable as values of levens statistics is significance at .072. With the significance of levens statistics we are not going for robust test of equality of means.

The table-6 of ANOVA shows F-ratio is 4.515 at 0.002 level of significance, on the basis of this values we reject null hypotheses which is "there is no difference in level of brand relationship amongst Cell Phone consumers according to their Income" and we can conclude that there is a difference in level of brand relationship amongst Cell Phone consumers according to their Income. Using the benchmark of effect size r = .2 this represent small effect , but we can say that the difference of level of brand relationship amongst different income groups is a substantive finding.

If we observed statistics of Post Hoc Tests, for age and level of brand relationship, the Bonferroni test revels that thethere is difference in the level between two different age group such as age between 16 to 24 years and 35 to 44

Table-4: Test of Homogeneity of Variances and ANOVA (Income and brand relationship)

Levene Statistic	df1	df2	Sig.
14.166	4	219	.085

one-way ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	271.296	4	67.824	40.491	.000
Within Groups	366.837	219	1.675		
Total	638.132	223			

Dependent Variable: Level of Brand Relationship (Bonferroni)

Table-5: Post Hoc Tests-Multiple Comparisons

(I) Income of Respondent	(J) Income of Respondent	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Lower Bound
Less than 1 Lac	1 Lac to 3 Lac	.07422	.23923	1.000	-.6042	.7526
	3 Lac to 6 Lac	1.06412*	.24883	**.000**	.3585	1.7697
	6 Lac to 10 Lac	2.92841*	.30440	**.000**	2.0652	3.7916
	More than 10 Lac	3.36716*	.44989	**.000**	2.0914	4.6429
1 Lac to 3 Lac	Less than 1 Lac	-.07422	.23923	1.000	-.7526	.6042
	3 Lac to 6 Lac	.98991*	.22215	**.000**	.3599	1.6199
	6 Lac to 10 Lac	2.85420*	.28301	**.000**	2.0517	3.6567
	More than 10 Lac	3.29294*	.43571	**.000**	2.0574	4.5285
3 Lac to 6 Lac	Less than 1 Lac	-1.06412*	.24883	**.000**	-1.7697	-.3585
	1 Lac to 3 Lac	-.98991*	.22215	**.000**	-1.6199	-.3599
	6 Lac to 10 Lac	1.86429*	.29117	**.000**	1.0386	2.6900
	More than 10 Lac	2.30304*	.44105	**.000**	1.0523	3.5537
6 Lac to 10 Lac	Less than 1 Lac	-2.92841*	.30440	**.000**	-3.7916	-2.0652
	1 Lac to 3 Lac	-2.85420*	.28301	**.000**	-3.6567	-2.0517
	3 Lac to 6 Lac	-1.86429*	.29117	**.000**	-2.6900	-1.0386
	More than 10 Lac	.43874	.47462	1.000	-.9072	1.7847
More than 10 Lac	Less than 1 Lac	-3.36716*	.44989	**.000**	-4.6429	-2.0914
	1 Lac to 3 Lac	-3.29294*	.43571	**.000**	-4.5285	-2.0574
	3 Lac to 6 Lac	-2.30304*	.44105	**.000**	-3.5537	-1.0523
	6 Lac to 10 Lac	-.43874	.47462	1.000	-1.7847	.9072

*. The mean difference is significant at the 0.05 level.

years. If we analyze closely the test result it shows the level of brand relationship increases at certain age and beyond that it lose the strength of brand relationship. Graphical analysis also shows the same findings.

D. Education and brand relationship:

Assumption of homogeneity of variance is tenable as values of levens statistics is significance at .062. The table-8 of ANOVA shows F-ratio is 5.853at 0.003 level of significance, on the basis of this value we reject null hypotheses and we conclude that there is a difference in level of brand relationship amongst Cell Phone consumers according to their level of education. Using the benchmark of effect size r = .2 this represent small effect . If we observed statistics of Post Hoc Tests, for level of education and level of brand relationship, the Bonferroni test revels that the level of brand relationship is differ in the graduate level of respondent as compare to undergraduate and postgraduate and above level of education. Graphical analysis also shows the same result.

d..Marital Status and brand relationship:

One way ANOVA shows F-ratio is 3.782at 0.024 level of significanceand assumption of homogeneity of varianceis

Table-6: Test of Homogeneity of Variances and ANOVA (Age and brand relationship)

Levene Statistic	df1	df2	Sig.
12.245	4	219	.072

one-way ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	48.619	4	12.155	4.515	.002
Within Groups	589.513	219	2.692		
Total	638.132	223			

Dependent Variable: Level of Brand Relationship(Bonferroni)

Table -7: Post Hoc Tests -Multiple Comparisons

(I) Age of Respondent	(J) Age of Respondent	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Lower Bound
Above 16 years and up to 24 years	25 years and up to 34 years	-.63095	.25974	.159	-1.3675	.1056
	35 years and up to 44 years	-1.39916*	.36271	**.002**	-2.4277	-.3706
	45 years and up to 54 years	-.94693	.39046	.161	-2.0542	.1603
	Above 54 years	-.21606	.49243	1.000	-1.6125	1.1803
25 years and up to 34 years	Above 16 years and up to 24 years	.63095	.25974	.159	-.1056	1.3675
	35 years and up to 44 years	-.76821	.35803	.330	-1.7835	.2471
	45 years and up to 54 years	-.31598	.38611	1.000	-1.4109	.7789
	Above 54years	.41489	.48899	1.000	-.9718	1.8015
35 years and up to 44 years	Above 16 years and up to 24 years	1.39916*	.36271	**.002**	.3706	2.4277
	25 years and up to 34 years	.76821	.35803	.330	-.2471	1.7835
	45 years and up to 54 years	.45223	.46171	1.000	-.8571	1.7615
	Above 54 years	1.18310	.55064	.328	-.3784	2.7446
45 years and up to 54 years	Above 16 years and up to 24 years	.94693	.39046	.161	-.1603	2.0542
	25 years and up to 34 years	.31598	.38611	1.000	-.7789	1.4109
	35 years and up to 44 years	-.45223	.46171	1.000	-1.7615	.8571
	Above 54 years	.73087	.56930	1.000	-.8835	2.3453
Above 54 years	Above 16 years and up to 24 years	.21606	.49243	1.000	-1.1803	1.6125
	25 years and up to 34 years	-.41489	.48899	1.000	-1.8015	.9718
	35 years and up to 44 years	-1.18310	.55064	.328	-2.7446	.3784
	45 years and up to 54 years	-.73087	.56930	1.000	-2.3453	.8835

*. The mean difference is significant at the 0.05 level.

tenable, on the basis of this value we can reject null hypotheses and we say that there is a difference in level of brand relationship amongst Cell Phone consumers according to their marital status. Using the benchmark of effect size r = .1 this represent small effect , If we observed statistics of Post Hoc Tests (Bonferroni), for difference between each category, we can say that there is difference in the level of brand relationship between married and unmarried group of respondent. Graphical analysis also shows the same conclusion.

DISCUSSION AND IMPLICATIONS:

Prior branding research presents their different finding regarding role of demographics in brand relationship, many researcher revels that consumer demographics plays a vital role in the development of brand relationship (Monga, 2002; Vitz & Johnston, 1965; Lambin, 1991; Chen & Green, 2011) while another group of researchers' views that demographics is not a significant elements with regards of brand relationship (Prahalad, 2006; Marketing Charts, 2012). In our study the test statistics demonstrate that, there is significant difference in the level of brand
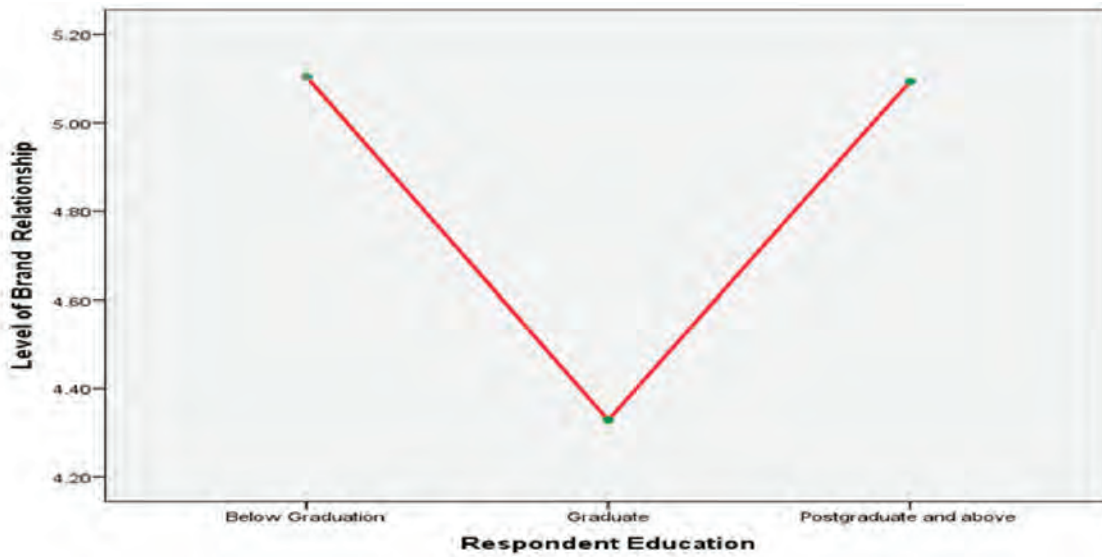
Table-8: Test of Homogeneity of Variances and ANOVA (EducationLeveland brand relationship)

Levene Statistic	df1	df2	Sig.
9.785	4	219	.062

one-way ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	32.100	2	16.050	5.853	.003
Within Groups	606.033	221	2.742		
Total	638.132	223			

Dependent Variable: Level of Brand Relationship (Bonferroni)

Table -9 : Post Hoc Tests -Multiple Comparisons

(I) Respondent Education	(J) Respondent Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Lower Bound
Below Graduation	Graduate	.77530	.48187	.327	-.3871	1.9377
	Postgraduate and above	.01082	.49435	1.000	-1.1817	1.2034
Graduate	Below Graduation	-.77530	.48187	.327	-1.9377	.3871
	Postgraduate and above	-.76448*	.23388	**.004**	-1.3287	-.2003
Postgraduate and above	Below Graduation	-.01082	.49435	1.000	-1.2034	1.1817
	Graduate	.76448*	.23388	**.004**	.2003	1.3287

*. The mean difference is significant at the 0.05 level.

Table-10: Test of Homogeneity of Variances and ANOVA (Marital Status and brand relationship)

Levene Statistic	df1	df2	Sig.
11.532	4	219	.068

one-way ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	21.121	2	10.560	3.782	.024
Within Groups	617.011	221	2.792		
Total	638.132	223			

relationship in consideration of consumer demographics. The female shows strong bonding with their preferred Cell Phone brand as compare to male. This may reflects the fact that women, unlike men, seem to maintain their relationship with brands, a finding that is consistent with the interpersonal relationships literature . On the basis of present research findings, we can say that the demographics of consumers affect brand relationship. Its need to understand that for marketers' point of view, while formulating marketing strategies, should consider demographics of their target consumers.Our findings also

link closely with SusanFournier (1998) andChen & Green(2011) workas they found that the there is impact of consumer demographics on brand attachment. Also with regards of consumer education and marital status, the findings of this research are line with the findings of Alexander &Judd (1978) and Kanwar&Pagiavlas (1992) research.

The major implication of this research is to understand the role of consumer age and income in their brand relationship, because as we extensively search literature in this context we found there are very few studies based on

Dependent Variable: Level of Brand Relationship (Bonferroni)
Table -11: Post Hoc Tests -Multiple Comparisons

(I) Martial Statusof Respondent	(J) Martial Statusof Respondent	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Lower Bound
Married	Unmarried	.63915*	.23662	**.022**	.0683	1.2100
	Other	.92286	.98355	1.000	-1.4498	3.2955
Unmarried	Married	-.63915*	.23662	**.022**	-1.2100	-.0683
	Other	.28371	.97462	1.000	-2.0674	2.6348
Other	Married	-.92286	.98355	1.000	-3.2955	1.4498
	Unmarried	-.28371	.97462	1.000	-2.6348	2.0674

*. The mean difference is significant at the 0.05 level.

the combination of age and income and brand relationship. On the basis of result of this study brand management academician and practitioners can categories the consumers on the basis of their level of brand relationship with consideration of their demographic profile. Theoretical point of view this research findings will link the present literature gap between consumer demographics and their brand relationship, while in the sense of practical implication, this research will provide the basis for development of promotional and target marketing strategies to business strategy developer.

LIMITATIONS AND SCOPE FOR FUTURE RESEARCH:
The key limitation of this research isdata, as we collect data from single metropolitan city because of this, result of this research might be influence by unidimensionality of study sample and sample size also one of the constraint of this research. Another limitation of this research is disproportion of sample size in different sub-categories of consumer demographics. With the view of future research scope, it will be very interesting to find out whether thedifference inlevel of brand relationship exists across various product categories or not, that finding will also improve the generalizability of present work. Researchers can also analyze the impact of consumer demographics on other existing brand relationship related construct such as, brand loyalty, brand engagement and brand love. It's also important for future research action to find out the nature of influence (mediating or moderating) by consumers demographics on consumer brand relationship.

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