
Reconciling the Relationship Between Brand Love and Customer Perceived Value

ANNA IVANOVA

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ABSTRACT

Love is all around us ... Marketing practitioners want consumers to develop exclusive loving relationships with brands and win 'loyalty beyond the reason' (Roberts, 2006). The brand love construct is widely agreed by researchers to refer to a strong bond between consumers and brands (e.g., Carroll and Ahuvia, 2006). Despite a multitude of research dedicated to investigating the nomological net of brand love, customer perceived value – a fundamental marketing construct – has been largely neglected. The over-arching aim of the thesis is to reconcile the relationship between brand love and customer perceived value.

Three studies address the aim using a mixed methods approach (Tashakkori and Teddlie, 1998): one qualitative (Study 1) and two quantitative (Studies 2 and 3). Set in the context of the UK population, customers' relationships with brands are explored in general in Study 1 (qualitative) and subsequently tested quantitatively in both high and low involvement consumption contexts in Studies 2 and 3, i.e., within the market categories of automobiles, fashion and food, in order to examine the stability of the findings across different markets. The purpose of Study 1 is to gain insights into the conceptual location of brand love and customer perceived value in consumers' minds. The results offer evidence that brand love and customer perceived value coalesce in the minds of consumers. In addition, they indicate that brand love is similar to interpersonal love. These findings inform Study 2, whose purpose is to examine whether brand love has a blinding effect on consumers' perceptions of value. If, indeed, brand love behaves similarly to interpersonal love, grounded on the latter's propensity to create 'positive illusions', the expectation is that high brand love will positively distort consumers' perceptions of value. Study 2 provides evidence of such effects and thus questions the dominant conceptualisation in extant research of customer perceived value as an antecedent of brand love, especially for well-established brands. Following on from the findings in Study 2, Study 3 investigates the relationship between brand love and customer perceived value at a dimensional level, thus departing from the aggregate approach found in extant literature. The dimensional approach enables a more granular analysis of the relationships among dimensions of brand love and the dimensions of customer perceived value, resulting in the discovery of a complex pattern of functional relationships between the two focal constructs, including evidence of brand love as an influencer of the formation of perceptions of value.

The findings of the three studies provide novel insights and contribute to the theoretical development of the relationship between brand love and customer perceived value. In particular, brand love is confirmed to be a multi-dimensional construct that behaves similarly to interpersonal love, having the power to create positive illusions about the loved brand which distort consumers' perceptions of value. In contradiction to extant research, wherein value is an antecedent to brand love, the present study provides evidence of reverse effects – i.e., that it is consumers' sense of brand love that leads to the formation of their perceptions of value, and not the other way around. These findings lead to important managerial guidelines that will enable managers to develop marketing campaigns to help fan the flames of consumer brand love.

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CHAPTER A: INTRODUCTION

This chapter presents an overview of the current research and introduces the gap in knowledge that this thesis attempts to address. It starts by providing a background of the previous research and highlights the intention of studies under the over-arching aim and objective of the thesis. A brief review of the research design and an outline of the thesis structure follow.

A.1. BACKGROUND AND DOMAIN OF THE RESEARCH

Love is all around us ... Love abounds in marketing communications. A growing number of companies have used 'love' in their advertising messages, such as: *Juicy Couture* – “I love Juicy Couture”; *Mini Cooper* – “Is it love?”; *Plusnet* – “Broadband that loves you back”; *M&S* – “Love it for less”; *Westelm* – “We love the way you live”; *Adecco* – “Love what you do”; *London Metropolitan University* – “Study something you love this September”; *Google* – “Support businesses you love with the help of Google”; *eBay* – “Love up to 70% off”. These are in addition to established campaigns such as “I’m loving it” by *McDonald’s* and *Marmite’s* “Love it or hate it”. Amidst the competitive pressures of the market and an interest in retaining existing customers to reduce the amount of brand switches, marketing practitioners wish for consumers to develop exclusive loving relationships with brands and to win ‘loyalty beyond the reason’ (Roberts, 2006) or even ‘way beyond reason’ (Sheehan, 2013, p. 51). Brand love is named as a leading objective of brand management (Hegner *et al.*, 2017). Brand love, which evolved within the paradigm of relationship marketing, draws particular attention in light of the shift from transactional to experiential marketing (e.g., Holbrook and Hirschman, 1982; Schmitt, 1999; LaSalle and Britton, 2003). Within the last 30 years a considerable amount of research has been published within the domain of relationship marketing, conceptualising the variety of relationships a consumer could form with brands in a romanticised marketplace (Holbrook, 1991, 1995; Holbrook and Hirschman, 1993; Brown *et al.*, 1998).

The research is set in the context of the UK population and is conducted via three studies: an exploratory, qualitative study (Study 1) followed by two quantitative studies (Studies 2 and 3). Customers' relationships with brands in general are explored in Study 1 and then tested in both high and low involvement consumption contexts in Studies 2 and 3, i.e., within the market categories of automobiles, fashion and food in order to examine and validate the stability of the findings across different markets.

A.2. NATURE OF BRAND LOVE

Research has recognised that consumers develop strong relationships with brands that are similar to a loving relationship. Love has become a topic of research transitioning the field of social psychology, firstly into love of consumers to objects research (e.g., Shimp and Madden, 1988; Ahuvia, 1993, 2005; Fournier, 1998), and then evolved into brand research in Carroll and Ahuvia's (2006) work. This early and widely cited definition of brand love by Carroll and Ahuvia (2006, p. 81) is: "*a degree of passionate emotional attachment a satisfied consumer has for a particular trade name*". However, literature offers a plethora of varied definitions of brand love (e.g., Shimp and Madden, 1988; Carroll and Ahuvia, 2006; Whang *et al.*, 2004; Albert *et al.*, 2008; Albert *et al.*, 2009; Rossiter, 2012; Lastovicka and Sirianni, 2011; Batra *et al.*, 2012).

In the growing body of marketing research there is a clear consensus that the concept of brand love originated from research in the domain of social psychology (e.g., Rubin, 1970; Walster, 1971; Lee, 1977; Berscheid, 1983; Hatfield, 1988; Hendrick and Hendrick, 1986; Hatfield and Sprecher, 1986; Sternberg, 1986; Hazan and Shaver, 1987; Aron *et al.*, 1989; Fehr, 1993; Shaver and Mikulincer, 2006; Frijters and Foster, 2013). Thereby, social psychology remains a persistent source of theoretical underpinnings of brand love (Albert *et al.*, 2008; Thomson *et al.*, 2005; Whang *et al.*, 2004; Albert and Valette-Florence, 2008).

Overall, researchers agree that brand love: (a) is a strong bond between consumers and brands (e.g., Carroll and Ahuvia, 2006; Batra *et al.*, 2012); (b) is a static construct as only a couple of exceptions look at multiple trajectories of falling in love with a brand

(Huber *et al.*, 2015; Langner *et al.*, 2016); (c) is largely understood through its nomological net (relationship to its antecedents and consequences) (e.g., Carroll and Ahuvia, 2006; Albert and Merunka, 2013; Roy *et al.*, 2013; Vernuccio, 2015; Bairrada *et al.*, 2018; Karjaluoto *et al.*, 2016; Bıçakcıoğlu *et al.*, 2018; Kang, 2018; Manthiou *et al.*, 2018).

Even though there is a growing body of marketing research dedicated to brand love, literature holds contradictory viewpoints on several areas of brand love research which are discussed below.

A.2.1. BRAND LOVE AS A UNI- OR MULTI-DIMENSIONAL CONSTRUCT

Brand love is conceptualised as either a uni-dimensional construct (e.g., Carroll and Ahuvia, 2006; Rossiter, 2012), which conceptualises brand love as an effect, and also, increasingly, research treats brand love as multi-dimensional, including various affective, cognitive and conative dimensions (e.g., Batra *et al.*, 2012; Bagozzi *et al.*, 2017). Huber *et al.* (2015) explicate the need to look at brand love as a complex, multi-dimensional construct that involves both emotional and cognitive elements in line with an interpersonal love theories approach. Hence, uni-dimensional conceptualisation fails to take into account the cognitive, emotional and behavioural aspects of brand love.

A.2.2. DISTINGUISHING BRAND LOVE FROM PROXIMAL CONSTRUCTS

A loose definition of brand love makes it challenging to distinguish from a plethora of proximal constructs, for example, Carroll and Ahuvia's definition includes attachment and passion. As a consequence of this influential definition, brand love is interchangeably called brand passion, passionate brand love and brand attachment (e.g., Bergkvist and Bech-Larsen, 2010; Huber *et al.*, 2015; Thomson *et al.*, 2005). This divergence could be explained by the proximity of brand love to other constructs, such as brand liking, brand affection, brand passion and brand attachment (e.g., Rossiter,

2012; Batra *et al.*, 2012; Albert *et al.*, 2013; Bergkvist and Bech-Larsen, 2010; Palusuk *et al.*, 2019). Table A1 presents a summary of proximal to love constructs.

Table A1 - Summary of proximal to love constructs

Proximal construct	Definition in marketing	Definition in psychology
Brand liking	Brand liking is characterised by positive attitude valence. However, unlike brand liking, brand love involves higher likelihood of brand purchase, usage rates and brand recommendations (Rossiter, 2012). The fundamental difference is around the attitude strength.	Liking is viewed as a “fondness” or “affection” unlike loving: ‘a strong affection for or attachment or devotion to a person or persons’ (Sternberg, 1987).
Brand affection	‘Continuum of emotions that range from simple affect often expressed by ordinary words such as “like” and “appreciate”’ (Albert <i>et al.</i> , 2010a).	‘Feelings of closeness, connectedness and bondness in loving relationships’ (Sternberg, 1997, p. 315). Berscheid and Walster (1978) defined it as an individual’s tendency or predisposition to evaluate another person or symbol of that person in a positive way.
Brand passion	‘Enthusiasm, the infatuation or even the obsession of a consumer for a brand’ (Albert and Valette-Florence, 2010, p. 2).	‘A state of intense longing for union with another. A state of profound psychological arousal’ (Hatfield and Walster, 1978, p. 9).
Brand attachment	Park <i>et al.</i> (2010, p. 9): brand attachment is ‘reflected by mental representations (rich cognitive schemata) that include brand-self cognitions, thoughts and autobiographical brand memories that may not be captured by measures of emotions’.	Tendency to form, maintain and dissolve strong bonds with other people (Bartholomew and Horowitz, 1991; Hazan and Shaver, 1994).
Emotional brand attachment	The emotion-laden target-specific bond between a person and a specific object (Thomson <i>et al.</i> , 2005).	

As derived from the table, brand love goes beyond solely positive emotions towards a brand as in the case of brand liking; and brand affection is similar to brand liking and represents a continuum of higher emotional intensity. Brand passion is an emotionally charged connection, desire and longing. Intimacy is a close connection fulfilling the need at a deeper level.

Drawing parallels with social psychology, the differences between liking and loving are explained by the multi-dimensional nature of love (Sternberg, 1987) – ‘liking’ is a uni-dimensional and ‘loving’ an opposite multi-dimensional construct. Unlike brand liking,

brand love involves higher likelihood of brand purchase, usage rates and brand recommendations (Rossiter, 2012). Brand passion is purely emotional in its nature: ‘enthusiasm, the infatuation or even the obsession of a consumer for a brand’ (Albert and Valette-Florence, 2010, p. 2). Unlike brand passion, brand attachment can be of a cognitive nature. Park *et al.* (2010, p. 9) defined brand attachment as a “rich cognitive schemata that include brand-self cognitions, thoughts, and autobiographical brand memories that may not be captured by measures of emotions”.

To summarise, in comparison to proximal constructs, brand love is a broader construct and according to several authors (see later Table B2.1) incorporates various elements in its conceptualisations including affective, cognitive and conative.

A.2.3. ANTECEDENTS AND CONSEQUENCES OF BRAND LOVE

Brand love is researched closely regarding its antecedents and consequences. In literature, a variety of antecedents could be found: brand identification (Bergkvist and Bech-Larsen, 2010); trust (Karjaluoto *et al.*, 2016; Albert and Merunka, 2013); quality (Batra *et al.*, 2012; Rauschnabel and Ahuvia, 2014); utilitarian value (Huber *et al.*, 2015); theory of planned behaviour (Hegner *et al.*, 2017); affordable price (Hegner *et al.*, 2017); willingness to pay more (Kang, 2018); willingness to invest resources (Rauschnabel and Ahuvia, 2014); brand anthropomorphism (Rauschnabel and Ahuvia, 2014); consumer delight, romanticism and brand experience (Roy *et al.*, 2012); self-congruity (Bıçakcıoğlu *et al.*, 2018); self-brand integration (Rauschnabel and Ahuvia, 2014); brand credibility (Bairrada *et al.*, 2018); hedonic attributes of brands (Carroll and Ahuvia, 2006; Karjaluoto *et al.*, 2016); hedonic value (Huber *et al.*, 2015; Kang, 2018); brand intimacy (Bairrada *et al.*, 2018); social identity (Vernuccio *et al.*, 2015); and brand authenticity (Manthiou *et al.*, 2018). As can be observed, various antecedents, with most of them investigated in single studies, provide little evidence regarding the stability of the reported findings.

Various consequences range from loyalty (Albert *et al.*, 2009; Bergkvist and Bech-Larsen, 2010; Batra *et al.*, 2012; Bairrada *et al.*, 2018; Bıçakcıoğlu *et al.*, 2018; Huang, 2017; Roy *et al.*, 2016); Positive Word of Mouth (Albert *et al.*, 2009; Albert and Merunka, 2013; Karjaluoto *et al.*, 2016; Bıçakcıoğlu *et al.*, 2018; Albert *et al.*, 2009; Bairrada *et al.*, 2018; Roy *et al.*, 2016); and trust (Albert *et al.*, 2009; Regan *et al.*, 1998) to brand forgiveness (Hegner *et al.*, 2017; Albert and Merunka, 2013; Bairrada *et al.*, 2018; Kang, 2018).

Some of the antecedents, such as intimacy and self-brand integration, and consequences such as trust are also part of the brand love construct. To conclude, overall, the absence of desired consistency within the nomological network of brand love has led to calls for further research (e.g., Bairrada *et al.*, 2018).

A.3. THE RESEARCH GAP

Customer perceived value plays a central role in marketing (Molm *et al.*, 2001; Slater, 1997; AMA, 2017) and is fundamental in all marketing activities (Zeithaml, 1988; Holbrook, 1994; Gallarza *et al.*, 2011), however it has been largely overlooked in current brand love research. Throughout the literature on brand love, there are sporadic references to the concept of value, namely: ‘*reward*’ (Batra *et al.*, 2012; Ahuvia, 1993, 2005), ‘*best value for money*’ (Batra *et al.*, 2012), ‘*enticing benefits*’ (Park *et al.*, 2016) and ‘*concrete, rational benefits*’ (Langner *et al.*, 2015). Moreover, despite multiple studies dedicated to researching the nomological net of brand love, customer perceived value has been largely neglected. Only a small number of publications (e.g., Huber *et al.*, 2015; Karjaluoto *et al.*, 2016; Kang, 2018) test value in the nomological net of brand love and treat it as an antecedent of brand love. However, the underlying logic leading to these authors’ nomological structures lacks clarity and strong theoretical justification. Therefore, further research is needed that is designed to clarify the relationship between brand love and value.

The departure point of the present study comes from axiology or the theory of value. Axiology is the branch of philosophy that studies value. According to Holbrook (2005, p. 46), “value is the basic foundation for everything we do in marketing” and the construct is grounded in axiology (Holbrook, 1994, 1999). Love and value are the topics of discussion within axiology and provide a theoretical angle for current research questioning whether “*desire, pleasure or interest give value to an object, or are we interested because such objects possess a value*” (Frondizi, 1971, p. 19); in other words, do we love because an object has value or is value a product of love for an object?

The over-arching aim of the thesis is to reconcile the relationship between brand love and customer perceived value.

A.4. RESEARCH OBJECTIVES

Three studies as summarised in Table A2 below address the above stated over-arching aim of this thesis.

Table A2 - Research objectives and methodological overview of the studies

Studies	Research objectives	Research methodology and a method of data collection	Analysis	Research philosophy
Study 1	To gain insights into the conceptual location of brand love and customer perceived value in consumers' minds.	Qualitative: in-depth interviews	Grounded theory approach	Interpretivism
Study 2	To examine the blinding effect of brand love on customer perceived value.	Quantitative: experimental research design using an online questionnaire	Statistical analysis: SPSS mixed design	Positivism
Study 3	To test brand love as an antecedent of customer perceived value.	Quantitative: experimental research design using an online questionnaire	Statistical analysis: PLS-SEM	Positivism

The purpose of Study 1 is to establish whether brand love is indeed similar to interpersonal love and gain insights into the conceptual location of brand love and customer perceived value. The results presented in Chapter C indicate that brand love

and customer perceived value coalescing in the minds of consumers, in addition the analysis provides support for treating brand love as similar to interpersonal love. These findings inform Study 2 purpose is to examine the blinding effect of brand love on customer perceived value. If, indeed, brand love behaves similarly to interpersonal love, grounded on the latter's propensity to create 'positive illusions', the expectation is that high brand love will positively distort consumers' perceptions of value. Empirical evidence in Chapter E of such effects leads to questioning the dominant conceptualisation of customer perceived value as an antecedent of brand love (especially for well-established brands) and instead provides an argument that brand love leads to the formation of perceptions of value; this is the purpose of Study 3.

Collectively, the findings provide new insights and make a number of substantive contributions to the subject matter. Detailed commentary is presented in Chapter F with the following being the main contributions: (a) the conceptual space occupied by brand love and consumers' perceptions of value are empirically delineated, (b) brand love is found to share considerable characteristics with those of interpersonal love, (c) although brand love is found to distort perceptions of value such distortions are predominantly evident in the benefit rather than sacrifice dimensions of value and are contextually defined, and (d) the complex pattern of functional relationships between the dimensions of brand love and perceptions of value leads to question the efficacy of research that treats these constructs as unidimensional.

A.5. ETHICAL CONSIDERATIONS

The involvement of people in research requires considerations of research ethics throughout the research project (Carlin, 2003). Research ethics include the following overarching principles, namely the recruitment of participants, informed consent, anonymity, maintaining confidentiality, protecting individuals from harm caused by their participation and the presentation of the research, the right to withdraw at any time, and ownership and storage of data, all of which issues are captured within the Kingston University Guide to Good Research Practice (2016).

The research carried out in pursuance of this thesis adhered strictly to the guidelines set out in the Kingston University Guide to Good Research Practice (2016) in relation to excellence, honesty, integrity, cooperation, accountability, training and skills. The author tried her best to minimise the risk of any harm and safeguarded participants rights in accordance with the Human Rights Act (1998) in relation to privacy, anonymity, and confidentiality.

The researcher submitted an application to the Research Ethics Committee at Kingston University London to seek ethical approval for the research on the 7th February 2018. The application contained a detailed description of the research, recruitment materials, interview guide, and questionnaire. The purpose of seeking ethical approval was to ensure that the research adhered to ethical standards and to set expectations for the researcher's conduct and behaviour as set out in the University's guidelines. Given that the focus of the research is around the brands that consumers have experience with, no potential foreseeable risks or discomforts were identified and consequently ethical approval was granted on 15th February 2018 for the duration of 20 months, a timeframe that covered the data collection for all three studies, i.e., the qualitative Study 1 and the quantitative Studies 2 and 3. Participants in Study 1 were informed in relation to the purpose of the investigation, its duration, and the nature of commitment required. Participants were informed about the uses of the data collected, including for potential future publications. Information about the study was provided in clear and unambiguous, non-jargon language to ensure that it could be easily understood by participants, who were asked to confirm their understanding. Written informed consent from the participants in Study 1 was sought prior to the beginning of their interview and kept in a secure, confidential place. Research participants were reasonably remunerated for their time and expenses potentially incurred, such as travel expenses, with a £15 Amazon gift voucher. The data were collected using audio recording devices and was immediately uploaded to Kingston University digital storage facilities with password protection.

During and after the research, access was freely available to Kingston University representatives (upon request) and academic journals when preparing for publication.

Moreover, the researcher debriefed participants following the completion of the Study 1 data collection to provide information on the research follow-up to avoid any issues or misconceptions and to mitigate any negative effects of the intervention. As the safeguarding of personal data is dictated by national legislation, the information was stored in line with the Data Protection Act [1998] guidelines. All the data were anonymised and any personal data revealing personal identification were destroyed in compliance with Kingston University regulations. Data were stored in password protected devices with regular back-ups marked by the date of analysis.

Subsequent to Study 1, Studies 2 and 3 were also conducted with adherence to the same strict guidelines set out in the Kingston University Guide to Good Research Practice (2016), as detailed in the above paragraph relating to Study 1. As with Study 1, research data were stored on password protected devices, thereby complying with the University Guide to Good Research Practice (2016). All the data were anonymised and any personal data revealing personal identification were also destroyed.

A.6. METHODOLOGICAL CONSIDERATIONS, PHILOSOPHICAL APPROACH AND RESEARCH PARADIGM

Johnson and Clark (2006) suggest that a research decision should be philosophically informed. The philosophical stance of the researcher is established within a research paradigm; paradigms are typically recognised as socially constructed realities (Kuhn, 1996; Morgan, 2007) and reflect researchers' beliefs to understand the world. To select the appropriate methodology, the starting point is the choice of paradigm (Deshpande, 1983; Saunders *et al.*, 2009). Various paradigms have been considered (Table A3 below) and pragmatism has been selected. Pragmatism has recently emerged as a philosophical approach with a practical aspect to tackle a research problem with the main principle being that the outcome guides the actions (Morgan, 2007; Guba and Lincoln, 1994; Onwuegbuzie and Leech, 2005). Treating research as pragmatic problem solving (Strubing, 2007) is a hands-on approach to achieve a research aim. Pragmatism

as a philosophy of the mixed methods and grounded theory approach is discussed in the following sections.

Table A3 – Comparison of competing paradigms

Paradigm	Ontology	Epistemology	Theoretical Perspective	Methodology	Method
Positivist	There is a single reality or truth.	Reality can be measured and hence the focus is on reliable and valid tools to obtain that.	Positivism Post-positivism	Survey research Experimental research	Usually quantitative, could include a questionnaire and a structured interview.
Interpretivism	There is no single reality or truth. Reality is created by individuals in groups.	Reality needs to be interpreted. It is used to discover the underlying meaning of events and activities.	Interpretivism (reality needs to be interpreted) - phenomenology - symbolic interactions - hermeneutics	Ethnography Grounded theory Phenomenology Hermeneutics Action research Discourse analysis Feminist standpoint research	Usually qualitative, could include: qualitative interview; observation; case study, life history narrative.
Pragmatism	Reality is constantly renegotiated, debated and interpreted in light of its usefulness in new unpredictable situations.	The best method is one that solves problems.	Deweyan pragmatism Research through design	Mixed-method Design-based research	Combination of any of the above and more, such as data mining expert review, usability, testing, physical prototype.

Note: Adapted from Crotty (1998)

A.6.1. RESEARCH STRATEGY – MIXED METHODS APPROACH

A mixed or multi-methods strategy is usually associated with pragmatism (e.g., Morgan, 2007; Biesta, 2010; Hall, 2013; Johnson and Onwuegbuzie, 2004; Tashakkori and Teddlie, 2010). One of the definitions proposed by Johnson and Onwuegbuzie (2004, p. 17) acknowledges that mixed methods research is: ‘a class of research where the researcher mixes or combines quantitative and qualitative research techniques, methods, approaches, concepts or language into a single study’. A mixed or multi-methods approach is far more compelling than single method outcomes (Stewart, 2009, p. 382), hence each method maintains its own worldview (Hesse-Biber and Johnson,

2015). Multi-methods are designed to “attack a research problem with an arsenal of methods that have non-overlapping weaknesses in addition to their complementary strengths” (Brewer and Hunter, 1989, p. 17). Multi-methods add rigour and allow investigation of a multi-dimensional perspective (Davies *et al.*, 2011). In line with some studies using mixed methods (e.g., Albert *et al.*, 2008; Lastovicka and Sirianni, 2011; Batra *et al.*, 2012; Langner *et al.*, 2015) this thesis aligns with the extant research on brand love. The aim of using a multi-methods approach is the research development – the use of one study to inform a consecutive study (Tashakkori and Teddlie, 1998).

Research design is defined as an operational framework guiding collection and analysis of data (Bryman, 2012). Research design falls into several subtypes: (a) cross-sectional, (b) longitudinal, (c) case studies and (d) experimental (De Vaus, 2001; Bryman, 2012). Longitudinal traces the change over time, case studies investigate contemporary phenomenon with multiple sources of evidence in one case, and cross-sectional design looks at the variation in the independent or an outcome variable in one point in time without a condition. All the studies collect data at one point in time.

The first study aims to explore conceptual relationships between the construct, and the consecutive studies aim to measure the impact of one on the other and adopt an exploratory research design. The majority of studies published on brand love are over-reliant on interpersonal love theories from the field of social psychology and testing them in the consumer context. However, this prevents from drawing insights from the consumers’ perspectives and neglects an explorative stage in these investigations (see Batra *et al.*, 2012 and Langner *et al.*, 2015). A qualitative approach is vital to contribute to the knowledge on brand love. Consecutive Studies 2 and 3 are conclusive – cross-sectional experimental research design using a questionnaire.

A.7. STRUCTURE OF THE THESIS

Part A constitutes an individual chapter which provides a foundation for the thesis and a background and the literature for the focal construct under investigation, notably, the

construct of brand love. It also justifies the research aim and objectives, accompanied by summarised theoretical underpinnings. The mixed methods approach as a research strategy is also presented.

Part B is dedicated to the critical review of brand love literature identifying the gap in knowledge this research aims to address. It comprises of a review of multiple streams of research and goes beyond conceptual and empirical publications in marketing covering related psychology and philosophy literature. Related themes of literature review conceptual and empirical publications of brand love in marketing research, its multiple conceptualisations and operationalisations. Traditional theoretical underpinnings of brand love are sourced on social psychology. For clarity, the literature review has been undertaken in the B2C domain of knowledge in line with the ongoing research on the subject matter. Brands (as defined in this work) are, broadly, psychological concepts held in consumers' minds (Bedbury and Fenichell, 2002). A notion of a brand can be applied to multiple objects (Lastovicka and Sirianni, 2011).

The subsequent section is separated into three chapters – Chapters C, D and E – each of them responding to the objective of the thesis, including an explanation of the method used and analysis of data. Justification for analytical procedures is also presented. The chapters are followed by a discussion.

The last part of the thesis – Chapter F – presents the contributions to the field of marketing, both theoretically and practically. This part of the thesis concludes with the limitations of the study, together with the suggested avenues for future research.

CHAPTER B1: THE NATURE OF BRAND LOVE

B1.1. INTRODUCTION

The introductory chapter (Chapter A) determined that the concept of brand love is a relatively new and emerging topic that has attracted interest from academics and practitioners alike. The literature review discusses the origin and development of the concept of brand love over the years, and delineates definitional, conceptual and nomological themes identified in the body of research. This chapter is structured as follows: the literature review will first present the theoretical underpinnings of brand love and debate the various definitions of the construct. This will be followed by the conceptualisations and finally examine research linking the construct to antecedents and consequences.

To ensure relevant articles on brand love are included, the article search procedure is conducted in a systematic manner. A small number of keywords have been identified in published brand love papers, and after discussion with three academic experts in the field of marketing, are: ‘brand love’, ‘love to objects’, and the synonyms for ‘love’, such as ‘brand adoration’, ‘brand admiration’, and ‘brand romance’. This search yielded 499 academic articles using the above keywords (July 1970 to March 2021) on the Web of Science. Figure B1.1. below shows an upward trend (until 2020 since not mid-way through 2021) in brand love publications which highlights the growing interest in marketing research.

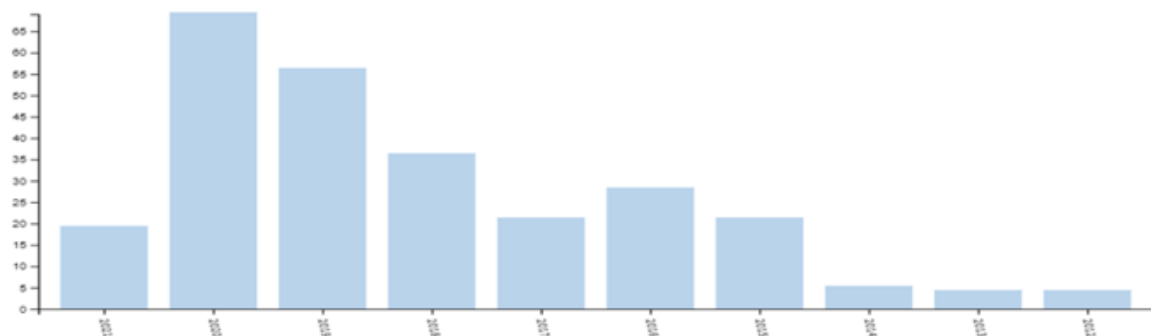


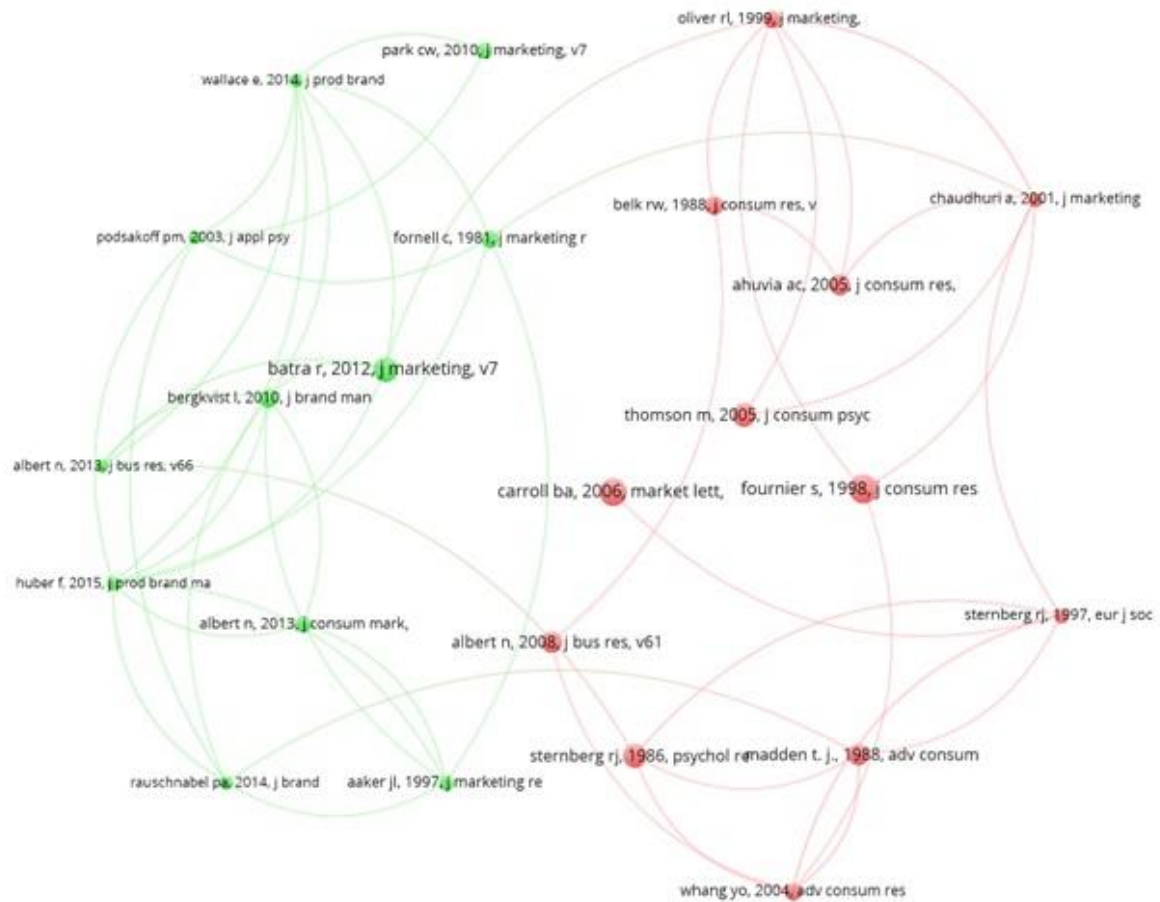
Figure B1.1 - Upward trend in brand love publications (Web of Science, 2021)

The journal articles which are neither within the discipline of marketing nor in the Academic Journal Guide (ABS, 2018) were excluded from the final sample, resulting in a total of 60 publications.

Table B1 - Search process, inclusion and exclusion criteria (generated in 2021)

Inclusion criterion #1 Database(s)	Web of Science Social Sciences Citation Index
Inclusion criterion #2 Language	English
Inclusion criterion #3 Time period	1970 – 2021
Inclusion criterion #4 Search term(s)	Keywords “Brand love”, “Love to objects”, “Brand admiration”, “Brand adoration”, “Brand romance”
Inclusion criterion #5 Document type	Peer-reviewed journal articles – checked manually for ABS ranked journals
Initial number of identified articles (inclusion criteria)	499
Exclusion criterion #1	Articles on brand love in other fields – other than marketing
Excluded	306
Remaining	193
Exclusion criterion #2	Editorials, duplicated articles and articles having brand love as a peripheral theme
Excluded	133
Final sample	60

Following this procedure, the final set of papers has been exported to the VOSviewer programme, in order to identify the most cited (i.e., the most influential) papers in the field. By looking at the co-citation index (Figure B1.2) of the most cited publications – *cited more than 20 times, a rule of thumb (set by default)* – 23 met the threshold. The sample was refined and excluded irrelevant articles for brand love research (Podsakoff *et al.*, 2003; Oliver, 1999; Chaudhuri and Holbrook, 2001; Belk, 1998; Fornell and Larcker, 1981). The final sample of the most cited studies which influenced the field was 18.



**Figure B1.2 - VOSviewer brand love citation network visualisation
(publications cited more than 20 times)**

The two clusters, one denoted by red and the other by green, indicate the density of publications. Thus, the larger the number of items in the neighbourhood and the higher the weights of the articles nearby, and the closer the colour to red (Van Eck and Waltman, 2017). The colours also represent a certain homogeneity in co-citations, for example, the red cluster next to Carroll and Ahuvia (2006) has a closer connection to co-citations in neighbouring publications (Thomson, 2005; Fournier, 1998; Sternberg, 1986, 1997). Three articles – Fournier (1998): cited 40 times and co-cited 325 times; Carroll and Ahuvia (2006): cited 38 times and co-cited 342 times; Batra *et al.* (2012): cited 32 times and co-cited 296 times – are in the centre, and, therefore, the most influential within the field of marketing. However, the Fournier (1998) article is a summary of all the relationships a consumer can develop with brands and it does not

solely focus on loving relationships. Hence, two articles – Carroll and Ahuvia (2006) and Batra *et al.* (2012) – are in the centre of the research field.

B1.2. DEFINITIONS OF BRAND LOVE

Table B1.2 contains the definitions identified in the sample of brand love publications (derived from Table B1.1). It also includes the authors and the authors who subsequently cited these definitions, and theoretical underpinnings. 28 unique or borrowed definitions have been discovered in the full sample. The remaining 32 articles do not include a definition at all. Table B1.2 guides the debate in this section.

Examination of the wording used in the definitions of brand love leads this author to divide them into broad sections, notably: brand love as emotion (elusive), brand love as cognition (long-term in nature based on commitment), and lastly, brand love as a prototype – a combination of the multiple affective, cognitive and conative (behavioural) elements (Table B1.2 incorporates these themes in the ‘Nature of the definition’ column).

Table B1.2 - Definitions of brand love

Author(s)	Definitions	Theoretical underpinnings	Interpersonal love theories	Definitions from social psychology	Cited by	Nature of the definition
Shimp and Madden (1988, p. 166)	Love to objects is a ‘deep sense of affection for a product’ and incorporates liking, yearning and decision/commitment for consumption objects.	Social psychology – Sternberg (1986); Walster (1971)	<i>The triangular theory of love (passion, intimacy, decision and commitment)</i> <i>Bi-directional interaction</i>	Sternberg (1986) Love resides on three components – intimacy, passion, and lastly, decision and commitment.	Albert <i>et al.</i> (2008); Albert <i>et al.</i> (2009); Roy <i>et al.</i> (2013)	A, C
Ahuvia (1993)	Love occurs in situations when desired and actual level of integration is high.	Social psychology – Aron <i>et al.</i> (1989)	<i>Inclusion of others within the self</i>	Aron <i>et al.</i> (1991, p. 26): ‘The constellation of behaviours, cognitions and emotions associated with the desire to enter or maintain a close relationship with another person’.	Albert <i>et al.</i> (2009)	C
Fournier (1998, p. 362, p. 367)	‘Long-term, voluntarily imposed, socially supported union high in love, intimacy, trust and a commitment to stay together despite adverse circumstances. Adherence to exclusivity rules expected’; ‘‘an affect’’ characterised by strength: ‘love captures strength as defined by a degree of the effect associated with the brand attitude’.	Social psychology – Fehr and Russel (1991); Sternberg (1986)	-	-	-	A
Whang <i>et al.</i> (2004)	Love (in a context of motorbikes) is a combination of passion (Eros), possessiveness (Mania) and altruism (Agape).	Social psychology – Lee (1977); Hendrick and Hendrick (1986); Becker (1974)			-	A
Carroll and Ahuvia (2006, p. 5)	‘Degree of passionate, emotional attachment a satisfied customer has for a particular trade name.’	Social psychology – various, including Sternberg (1986); Fehr (1993); Hatfield (1988); Hazan and Shaver (1987); Shaver and Mikulincer (2006)	<i>Passion, attachment, positive evaluations of the brand and positive emotions</i>	Love is a form of attachment (Hazan and Shaver, 1987; Shaver and Mikulincer, 2006)	Albert <i>et al.</i> (2009); Rodrigues and Rodrigues (2019); Bergkvist and Bech-Larsen (2009); Huang (2017); Karjaluoto (2016); Bıçakcıoğlu (2018); Bairrada <i>et al.</i> (2017); Manthiou <i>et al.</i> (2018); Palusuk <i>et al.</i> (2019)	A

Albert, Merunka and Valette-Florence (2009)	Brand love is a strong, passionate and affective feeling towards a brand.	Social psychology – Love Scale (Hatfield and Sprecher, 1986), the Triangular Theory Love Scale (Sternberg, 1986), and the Romantic Love Scale (Rubin, 1970); Frijters and Foster (2013) – inspiring unconditional loyalty and delivering pleasure		Rubin (1970, p. 265): ‘An attitude held by a person toward another person, involving predispositions to think, feel and behave in certain ways towards other person’.	Albert and Merunka (2013, p. 261; 2015, p. 22)	A
Bergkvist and Bech-Larsen (2010)	Deep affection for brands.	Social psychology – Hatfield (1988); Hazan and Shaver (1987); Shaver and Mikulincer (2006)	-	Hatfield (1988): ‘Love includes affective, cognitive and behavioural components. Affective dimensions include attraction and positive feelings, separation distress, longing for reciprocity, desire to maintain the union and psychological arousal. Besides the affective components, the love scale also includes cognitive elements – obsessive thinking, idealisation and the desire to know the other’.	-	A
Lastovicka and Sirianni (2011)	Powerful emotion.	Sternberg (1986) and also consumer research – ground-up approach	<i>The triangular theory of love (passion, intimacy, decision and commitment)</i>	-	-	A
Batra <i>et al.</i> (2012)	Prototype definitions: multiple cognitive, emotional and behavioural elements, which consumers organise into a mental prototype rather than a definition. <i>These include high-quality linkages to strongly held values, beliefs that the brand provided intrinsic rather than extrinsic rewards, use of the loved brand to express both current and desired self-identity, positive affect, a sense of rightness and a feeling of passion, an emotional bond, investments of time and money, frequent thought and use, and length of use.</i>	Social psychology: partially – Berscheid (1983) – separation distress; Aron and Westbay (1996) and also consumer research – ground-up approach	-	-	Ahuvia <i>et al.</i> (2014)	A, C, Con
Heinrich, Albrecht and Bauer (2012, p. 139)	‘A consumer’s love relationship to a brand that can be characterised by the interplay of intimacy, passion and commitment to that brand.’	Sternberg (1986)	<i>The triangular theory of love (passion, intimacy, decision and commitment)</i>			A, C

Rossiter (2012, p. 910)	'Deep affection, like love (quasi-romantic love), for the brand and being upset if one couldn't have it.'	Consumer research – ground-up approach	-	-	Langner <i>et al.</i> (2015); Langner <i>et al.</i> (2016)	A
Fetscherin (2014)	Brand love is a form of parasocial love: 'A perceived relationship of friendship or intimacy a persona has with a media person' (Schmid and Klimmt, 2011).	Social psychology – Horton and Wohl (1956); Perse and Rubin (1989); Fehr and Sprecher (2009); Fehr (1988, 2009) – compassionate love			Junaid <i>et al.</i> (2019); Palusuk <i>et al.</i> (2019)	A, C
Ahuvia (2015, p. 134)	'Love relationships are deep, significant and meaningful experiences.'	Social psychology – primarily Aron <i>et al.</i> (1989)	<i>Inclusion of others within the self</i>	-	-	A
Langner <i>et al.</i> (2015, p. 624, p. 628)	Brand love is the most emotionally intense consumer-brand relationship. 'Consumers in love with a brand experience intense and positive emotions, often resulting in positive behaviours for the brand' (p. 632). Yet, 'brand love is different and less effective than interpersonal love and liking'.	Consumer research – ground-up approach	-	-	-	A, C, Con
Albert and Merunka (2015, p. 22)	'An intense feeling from the consumer towards the brand.'	-	-	-	-	A
Langner <i>et al.</i> (2016, p. 2)	'Brand love as a relationship between consumers and their brands that is pivotally characterised by a long-lasting, deep affection for the brand and anticipated separation distress.'	Consumer research – ground-up approach	-		-	A, C, Con
Park <i>et al.</i> (2016)	'Brand love emerges on the basis of enticing benefits when interacting with a loved brand'	Conceptual				

Notes: A = Affective, C = Cognitive, Con = Conative

B1.2.1. Brand love – affective

As briefly discussed above, the first and by far the most cited definition of brand love is by Carroll and Ahuvia (2006, p. 81) as the “*degree of passionate, emotional attachment a satisfied customer has for a particular trade name*”. This definition incorporates two components: passion and emotional attachment. In turn, it resonates with several other definitions, for example, Bergkvist and Bech-Larsen (2010), who similarly define brand love as deep affection for brands. In a similar vein, Lastovicka and Sirianni (2011, p. 323) state that brand love is a “powerful emotion”. Albert and Merunka (2015, p. 22) define brand love as: “an intense feeling from the consumer towards the brand”. Other definitions which are affective in nature, are similar to the ones mentioned above (Carroll and Ahuvia, 2006; Fournier, 1998; Whang *et al.*, 2004; Albert *et al.*, 2009; Bergkvist and Bech-Larsen, 2010; Rossiter, 2012; Langner *et al.*, 2015; Albert and Merunka, 2015; Langner *et al.*, 2016).

The origins of these definitions emerged from the influential social psychology work by Sternberg (1986): Triangular Theory of Love. This theory comprises the following dimensions: *liking, yearning and decision/commitment*. Sternberg’s (1986) is the most discussed theory in a marketing context, which has been cited more than 29 times and co-cited 269 times in the identified brand love literature (see Figure B1.2. above).

Sternberg’s theory informs the definitions of the following studies as Carroll and Ahuvia (2006), Albert *et al.* (2009, 2013) and Kang (2018) define brand love through the passionate lens. These definitions emphasise the affective nature of brand love. Affective definitions in nature incorporate attraction and positive feelings, separation distress, longing for reciprocity, desire to maintain the union and psychological arousal (Table B2.1.). Despite their influential position, the above-mentioned definitions of brand love are problematic because they might conflate brand love with brand passion (e.g., Thomson, 2005; Carroll and Ahuvia, 2006; Albert *et al.*, 2008, 2010) when brand passion is a separate construct (e.g., Albert *et al.*, 2013; Swimberghe *et al.*, 2014; Rauschnabel and Ahuvia, 2014). Sternberg’s theory (1986) incorporates not only affective dimensions of love, but also cognitive, including the decision/commitment dimension. Therefore, the above definitions are only a partial representation of

Sternberg's theory. The narrow view on brand love, which is characterised by the pure affective nature of the construct, does not capture the complexity and richness of it due to an excessive focus on the affective dimensions of the construct in marketing literature.

B1.2.2. Brand love – affective, cognitive and behavioural prototype

Similar to Sternberg's (1986) theory, understanding of romantic love, developed by Hatfield (1988), includes not only affective but also cognitive and behavioural dimensions. Hence, in social psychology, besides the affective elements, love also includes cognitive elements. The cognitive processes are explained as "to perceive, interpret and encode emotional experiences" (Hatfield, 1988, p. 194). These processes include obsessive thinking, idealisation and the desire to know the other, and behavioural components include actions such as the desire to know, serve and maintain closeness with another. Aron and Aron's (1991, p. 26) definition of love is similar to Sternberg's (1986) and Hatfield's (1998), and besides strong emotional attachment, it also involves behaviours, cognitions and emotions:

"The constellation of behaviours, cognitions and emotions associated with the desire to enter or maintain a close relationship with other person".

In addition to affective, the cognitive element of love is evident in the following, where Branden (1980, p. 67) connects love to the "need to value":

"The origin of our desire to love lies in our profound need to value, to find things in the world which we can care about, can feel excited and inspired by. It is our values that tie us to the world and that motivate us to go on living. Every action is taken for the purpose of gaining or protecting something we believe will benefit our life or enhance our experience."

This definition of interpersonal love is particularly useful in the field of marketing, as unlike interpersonal love, love in marketing happens within a transactional context, which is fundamentally centred around value exchange. The fundamental principle of marketing is exchanging value in return for something of greater value (Molm *et al.*,

2001; Kotler and Levy, 1969; Payne and Holt, 2001; Holbrook, 2005). Hence, a purely affective perspective on brand love in marketing (e.g., Albert *et al.*, 2008; Whang *et al.*, 2004) is limited and rather naive. Clearly, other elements of brand love should be considered.

Similarly to the authors in the field of social psychology (e.g., Rosch, 1975; Aron and Westbay, 1996), Batra *et al.* (2012) rejected the idea that love can be defined in relation to brand at all and introduced a mental prototype defining brand love. Prototypes are based on categories which eventually act as a definition, such as multiple cognitive, emotional and behavioural (Batra *et al.*, 2012). This definition is expressed through a constellation of multiple cognitive, emotional and behavioural prototypes. To illustrate the idea of a prototype, the authors give an example of a duck: if something walks, flies and quacks like a duck, it, therefore, should be a duck. Ahuvia *et al.* (2014) specified that there is an important differentiation of a mental prototype of a duck and an actual duck; what can be inferred from the duck prototype is a ‘sort of duck’ (or, in relation to brand love research, a ‘sort of love’) meaning that a prototype definition might be loose. This prototype approach was critiqued by Rossiter (2012), claiming that Batra *et al.* (2012) post-empirically defined brand love – the definition materialised after they carried out their research. Moreover, the prototype is cumbersome – with 14 components used to measure the latent construct, which is not the same as a definition. However, contrary to the criticism, Ahuvia *et al.* (2014, p. 236) contended that there is an “appropriateness of a prototype, rather than a classic definitional approach to understanding what constitutes love”. Overall, Batra *et al.* (2012) are the closest to capturing the multi-dimensional construct of brand love, defining brand love in line with Izard (1992), as a complex network of various dimensions.

B1.2.3. Brand love – experiential

More recently, Ahuvia (2015, p. 134) introduces an experiential perspective, defining brand love through experiential logic, whereby “love relationships are deep, significant and meaningful experiences.” Similar to Batra *et al.* (2012), this understanding of brand love as an experience within the context of consumption is original to the discipline of

marketing, rather than imposing definitions from social psychology. This perspective on brand love aligns with the experiential paradigm of consumption, which has been extensively researched (e.g., Hirschman and Holbrook, 1982; Pine and Gilmore, 1999; Vargo and Lusch, 2004; Tynan and McKechnie, 2009) and, in particular, experiential branding (Gilmore and Pine, 1999) and value (e.g., Brakus *et al.*, 2009; Schmitt and Zarantonello, 2013; Delgado-Ballester and Fernandez Sabiote, 2015). Even though this definition provides additional insight into brand love from the consumer's perspective, Ahuvia's (2015) work is conceptual and singular, without further extension in the marketing field.

B1.3. CONCLUSION

To conclude, looking at Table B1.2. it could be acknowledged that brand love is overall defined as an emotional construct. Yet, no single, unified definition of brand love is identified in the literature. The array of brand love definitions reflects the multi-faceted nature of brand love, however, leaving a certain ambiguity such as a limited understanding of its cognitive and behavioural nature besides its widely researched affective nature. Similar to interpersonal love and its multi-faceted nature, there is a certain ambiguity surrounding the concept of brand love and, as a consequence, defining it. The next section of the literature review focuses on conceptualisations of brand love and present convergence–divergence on and conceptualisations and theoretical underpinnings further.

CHAPTER B2. BRAND LOVE CONCEPTUALISATIONS

B2.1. INTRODUCTION

Following the discussion of the nature of brand love, its definitions and the theoretical underpinnings presented in the previous Chapter B1, this part focuses on conceptualisations and related operationalisations. The lack of definitional agreement (Chapter B1) leads to the divergence of conceptualisations. The discussion proceeds with various dimensions of conceptualisations, how they have developed, where they converge and diverge, and whether stability of these operationalisations can be established. The summary information in Table B2.1 below guides the debate in this chapter.

Table B2.1 - Conceptualisations of brand love

Author(s)	Theoretical underpinnings	Uni- or multi-dimensional	Conceptualisation	Methodology and psychometric properties	Adopting authors
Fournier (1998)	Fehr and Russel (1991); Sternberg (1986)	Uni-dimensional	Emotional affect [A] High <i>emotional affect</i> and (high – low) <i>strength of the relationship</i>	Conceptual	-
Carroll and Ahuvia (2006)	Social psychology – various including Sternberg (1986); Fehr (1993); Hatfield (1985); Hazan and Shaver (1987); Shaver and Mikulincer (2006)	Uni-dimensional	Conceptualised as passionate emotional attachment [A] – 10 items comprised of: This is a wonderful brand This brand makes me feel good. This brand is totally awesome I have neutral feelings about this brand (–) This brand makes me very happy I love this brand! I have no particular feelings about this brand (–) This brand is a pure delight I am passionate about this brand I'm very attached to this brand	CB-SEM, LISREL all loadings in excess of .55 and explaining 57% of the variance in the items, coefficient alpha = .91 Fit ($\chi^2 = 2.8$, $p < .25$) Validity and reliability not reported (Bergkvist and Bech-Larsen, 2010)	Huber <i>et al.</i> (2015); Sarkar and Sreejesh (2014); Huang (2017); Manthiou <i>et al.</i> (2018); Karjaluoto <i>et al.</i> (2016)
Rossiter (2012)	-	Uni-dimensional	Affection [A]	Consumer research – ground-up approach. Contrastive measure using a questionnaire. Content valid scale – psychometric properties not reported	Langner <i>et al.</i> (2015, 2016)
Whang <i>et al.</i> (2004)	Lee (1977); Hendrick and Hendrick (1986); Becker (1974)	Multi-dimensional	Passion and possessiveness (Eros) [A] Possessiveness (Mania) [A] Altruism (Agape) [A]	CA - 0.75/76 EFA and regression analysis	-
Albert <i>et al.</i> (2008)	Consumer research – ground-up approach. Projective technique.	Multi-dimensional	Passion [A] Duration of the relationship [A/C] Self-congruity [A] Dreams [A] Memories [A] Pleasure [A] Attraction [A] Uniqueness [A] Beauty [A] Trust [A/C] Declaration of affect [A]	Stage 1: Projective method technique Stage 2: Correspondence and cluster analysis Psychometric properties were not reported	Albert <i>et al.</i> (2009)
Albert <i>et al.</i> (2009)	Love Scale (Hatfield and Sprecher, 1986); Sternberg (1986), and the Romantic Love Scale (Rubin, 1970); Frijters and Foster (2013) – inspiring unconditional loyalty and delivering pleasure.	Multi-dimensional	<u>Affection – Higher order</u> [A] Duration Dream Memories Intimacy Unicity <u>Passion – Higher order</u> [A] Idealisation Pleasure	Exploratory factor analysis followed by confirmatory factor analysis (SEM). Reliability (Rho of Joreskog – above 0.7); convergent validity – some below 5: 0.447 and 0.446 deemed to be satisfactory RMSEA 0.008; GFI 0.91; AGFI 0.89	Huber <i>et al.</i> (2015); Albert and Merunka (2013)
Ahuvia (1993)	Aron and Aron (1986); Aron <i>et al.</i> (1989)	Multi-dimensional	Esteem and achievement needs [C] Self-actualisation [C] Existential needs [C] Intrinsic interest and excellence [C] Perceived quality [C]	Qualitative – Grounded Theory	-
Shimp and Madden (1988)	Sternberg (1986)	Multi-dimensional	Passion [A] Intimacy [A] Decision, commitment [C]	Conceptual	Lastovicka and Sirianni (2011) Roy <i>et al.</i> (2013)
Lastovicka and Sirianni (2011)	Sternberg (1986)	Multi-dimensional	Passion [A] Intimacy [A]	A hybrid survey methodology – qualitative: use of projected images of interpersonal relationships and	-

			Commitment [C]	brands. Quantitative: manipulation with ‘love’ images (n=843; 2,340 observations: participant + brand). The authors developed the scales using accepted scale development practices.	
Fetscherin (2014)	Horton and Wohl (1956); Perse and Rubin (1989); Fehr and Sprecher (2009); Fehr (1988) Altman and Taylor (1973)–compassionate love	Multi-dimensional	Friendship: Feeling comfortable as though with friends [C] The brand is down-to-earth [C] Intimacy: . Feeling sorry for a brand in case of negative news [A] Looking forward to use [A] Missing a brand if unavailable [A] The brand understands the need and wants [A] Attractive brand [A] Engagement with a brand [A]	MGSEM – samples (USA and Japan) Chi-square/df for the US (Model 1 - 1.89; Model 2 - 2.46) and Japanese sample (Model 1-1.95; Model 2 - 1.88) are below the threshold of 3.0. The goodness of fit criteria with the Tucker–Lewis Index (TLI), the Comparative Fit Index (CFI), the Normed Fit Index (NFI) and Incremental Fit Index (IFI) are all higher than the threshold of 0.9. The Root Mean Square Error of Approximation (RMSEA) for both samples and models are equal to the threshold of 0.09.	Junaid <i>et al.</i> (2019) Palusuk <i>et al.</i> (2019) Dalman <i>et al.</i> (2019)
Langner <i>et al.</i> (2015)	-	Multi-dimensional	Benefits orientation [C] Indispensability [C] Positive emotions [A] Emotional memories [A] Feel good medium [A] Care evoke [A]	Qualitative – Grounded Theory Quant – intercoder reliability (Rust and Cooil, 1994; PRLloved brand = 0.89, PRLliked brand = 0.93, PRLloved person = 1.0, PRLliked person = 0.97)	
Zarantonello <i>et al.</i> (2016)	-	Multi-dimensional	Attachment [A/C] Pleasure [A] Fantasies and thoughts [C] Self-expression [C] Identification [C]	Consumer research – ground-up approach Five brand love dimensions (i.e., fantasies and thoughts, attachment, self-expression, pleasure and idealisation), is good (χ^2 (df)/154.26 (55); CFI¼ 0.99; NNFI¼ 0.99; RMSEA¼ 0.05; SRMR¼ 0.02) Average variances extracted are above the recommended threshold of 0.5	-
Batra <i>et al.</i> (2012); Modified - by Bagozzi <i>et al.</i> (2014) and Bagozzi <i>et al.</i> (2017)	Partially from Berscheid (1983) – separation distress; Aron and Westbay (1996) and also consumer research – ground-up approach	Multi-dimensional	Positive attitude valence [A] Positive emotional connection: intuitive fit, emotional attachment, positive affect [A] Attitude strength: frequent thoughts and certainty, confidence [A] Self-brand integration: current self-identity, desired self-identity, life meaning and intrinsic rewards [C] Long-term relationship [C] Anticipated separation distress [Con] Passion-driven behaviours: willingness to invest resources, passionate desire to use, things done in past [Con]	Qualitative – grounded theory; CB SEM: LISREL Root mean square error of approximation [RMSEA] < .06, nonnormed fit index [NNFI] > .95, comparative fit index [CFI] > .95, standardized root mean square residual [SRMR] < .08 Adequately high (> .6) levels of average variance extracted (Fornell and Larker 1981), and composite construct reliability levels > .7. Discriminant validity also adequately high. Nomological validity. $p < .01$ The full 26-item brand love scale, satisfactory fit: $\chi^2(476) = 1269.72$, $p = .00$, RMSEA = 0.096, NNFI = 0.98, CFI = 0.98, and SRMR = 0.077	Ahuvia <i>et al.</i> (2014); Rauschnabel and Ahuvia (2014); Bıçakcıoğlu <i>et al.</i> (2018); Bairrada <i>et al.</i> (2018); Rodrigues and Rodrigues (2019)

Notes: A = Affective, C = Cognitive, Con = Conative

As observed in Table B2.1., 14 unique conceptualisations are identified. The first observation with regard to brand love conceptualisations is that they are primarily based on psychological underpinnings. Similar to the theoretical underpinnings of brand love definitions, the theoretical underpinnings of brand love conceptualisations are primarily sourced from social psychology (e.g., Sternberg, 1986; Fehr, 1993; Hatfield, 1985; Perse and Rubin, 1989; Fehr and Sprecher, 2009; Fehr, 1988). However, interpersonal love is associated with a certain complexity as defined and conceptualised in various ways: for example, passionate vs. companionate love (e.g., Hatfield and Walster, 1978; Sternberg and Weis, 2006) or unreasonable and reasonable love (e.g., Lilar, 1965).

The second observation is that researchers diverge on whether brand love should be conceptualised as a uni- (e.g., Carroll and Ahuvia, 2006; Rossiter, 2012) or multi-dimensional construct (Batra *et al.*, 2012). Thirdly, these dimensions could be grouped into affective, cognitive and affective-cognitive-conative (prototype) definitions. This will be explored further below.

B2.2. UNI- AND MULTI-DIMENSIONAL CONCEPTUALISATIONS OF BRAND LOVE

B2.2.1. Uni-dimensional conceptualisations

Uni-dimensional conceptualisations incorporate a single dimension contrary to multi-dimensional, which comprise of multiple dimensions of the construct. Of the 14 conceptualisations, only three conceptualise brand love as a uni-dimensional construct and are affective in nature (Fournier, 1998; Carroll and Ahuvia, 2006; Rossiter, 2012). Rossiter (2012) conceptualised brand love as '*affection*', Fournier (1998) conceptualised it as '*emotional affect*' and Carroll and Ahuvia (2006) as '*passionate emotional attachment*'.

Regarding brand affection, Fournier's typology (1998) depicts a variety of relationships mapped on a continuum against low – high *emotional affect* and low – high *strength of the relationship*; an emotional continuum that ranges from simple ordinary affect –

‘like’ – to an intense one – ‘love’ (Fournier, 1998; Albert *et al.*, 2010). Rossiter (2012) introduced a uni-dimensional scale for brand love using the C-OAR-SE method (conceptually defined in terms of *object*, *attribute* and *entity*). While not referring to brand love specifically, the author argued that single-item measures are more valid scales and do not require assessment of the psychometric properties (Rossiter, 2011). However, the C-OAR-SE method works well when “unobservable” is concrete (Diamantopoulos *et al.*, 2012; Salzberger, Sarstedt and Diamantopoulos, 2016), and concreteness does not seem to be an attribute when it comes to such an elusive construct as love.

Carroll and Ahuvia’s (2006) uni-dimensional scale items measuring brand love as a ‘*passionate emotional attachment*’ carry different meanings and it could be questioned whether these items measure the brand love construct. For example, the item “*I am passionate about this brand*” appears to measure passion or a passionate dimension, and the item “*I am very attached to this brand*” measures attachment. In the brand love literature, both of these are also conceptualised as separate dimensions: passion (e.g., Shimp and Madden, 1988; Whang *et al.*, 2004; Albert *et al.*, 2008; Albert *et al.*, 2009; Lastovicka and Sirianni, 2011) and emotional attachment (e.g., Batra *et al.*, 2012; Zarantonello *et al.*, 2016), therefore, Carroll and Ahuvia’s (2006) uni-structure of the scale favours multi-dimensionality.

Conceptualisation of brand love as an affective uni-dimensional construct can be partially explained by Bagozzi’s (1994b) influential work in which he recommends measuring affective attitudes with a uni-dimensional scale. However, in relation to brand love, Lastovicka and Sirianni (2011) distinguish attitude from love and provide empirical support that they are conceptually different. Even though these concepts are similar, research in marketing (e.g., Griskevicius *et al.*, 2010) claims that there is more nuanced intensity valence that as a consequence, can differently impact behaviour – a positive attitude does not necessarily influence behaviour in a similar way to love. Lastovicka and Sirianni (2011) argued that love is conceptually different to attitude and, therefore, the authors question uni-dimensional conceptualisations of brand love. Multi-dimensional conceptualisations are discussed below.

B2.2.2. Multi-dimensional conceptualisations

The discussion now turns to examine the remaining 11 conceptualisations of brand love, which are all multi-dimensional. The majority of the multi-dimensional conceptualisations of brand love seen in Table B2.1 can be broadly grouped into several main areas: some account for affective dimensionality (e.g., Whang *et al.*, 2004; Albert *et al.*, 2008; Albert *et al.*, 2009; Albert and Merunka, 2008) and affective-cognitive (Shimp and Madden, 1988; Whang *et al.*, 2004; Lastovicka and Sirianni, 2011; Fetscherin, 2014; Langner *et al.*, 2015; Zarantonello *et al.*, 2016). A smaller number of publications explore conceptualisations of brand love as being purely cognitive – primarily dedicated to love of objects (Ahuvia, 1991) and affective-cognitive-conative (Batra *et al.*, 2012; Bagozzi *et al.*, 2017).

The first multi-dimensional approach treating brand love as a multi-dimensional concept emerged from Sternberg's (1986) original Triangular Theory of Love, involving a conceptualisation of interpersonal love based on three separate dimensions – intimacy, passion and decision/commitment – which map on to non-love, romantic love, companionate love etc. Numerous conceptualisations used Sternberg's (1986) original work as theoretical underpinnings (e.g., Shimp and Madden, 1988; Carroll and Ahuvia, 2006; Albert *et al.*, 2009; Lastovicka and Sirianni, 2011; Langner *et al.*, 2016). In the next section, the discussion turns to those studies which conceptualise brand love as an affective multi-dimensional construct.

B2.2.2.1. Affective dimensions of brand love

Affective multi-dimensional conceptualisations incorporate dimensions such as strong positive affect (e.g., Fournier, 1998; Whang *et al.*, 2004; Rossiter, 2012; Batra *et al.*, 2012), positive emotions (e.g., Batra *et al.*, 2012; Langner *et al.*, 2015) and pleasure (Albert *et al.*, 2008; Albert *et al.*, 2009; Zarantonello *et al.*, 2016). Even though they each have different names, overall, these dimensions represent the dominant emotional aspect of brand love (Table B2.1). By looking closer at what constitutes these dimensions, a number of similarities can be observed, such as alignment with Sternberg's theory in passion and intimacy dimensions.

Albert *et al.* (2008) investigated brand love using a projective technique with 11 dimensions which underpin brand love, with a high order factor model which is affective in nature. The scale has been rigorously developed and includes an interpretive approach. Later, Albert *et al.* (2009) extended their prior qualitative conceptualisation into a higher order factor comprising of “affection” and “passion” in line with Sternberg’s (1986) conceptualisation. Albert *et al.* (2009) built on Sternberg’s (1986) theory, which is a widely adopted multi-dimensional conceptualisation. However, Batra *et al.* (2012) critiqued this conceptualisation due to the absence of cognitive elements, such as attachment and commitment, which can potentially lead to behaviour, such as willingness to pay a price premium, loyalty and trust. Batra *et al.* (2012) argued that these missing dimensions lead to a narrow conceptualisation of brand love, and commented on deficiencies within the methodology, for example, utilising a qualitative projective method, where consumers match images of things representing love (such as wedding photos) with their feelings towards brands. The choice of images is limited and, therefore, the studies can be described as idiosyncratic, moreover, only French consumers took part in the research (Batra *et al.*, 2012).

As observed in Table B2.1, passion and its equivalence, such as ‘passion driven behaviours’ are the most frequently appearing dimension of brand love (e.g., Shimp and Madden, 1988; Whang *et al.*, 2004; Albert *et al.*, 2008; Batra *et al.*, 2012; Bagozzi *et al.*, 2017; Junaid *et al.*, 2019). However, at the same time, brand passion is also a construct on its own – separate from brand love (e.g., Albert and Valette Florence, 2010; Albert, Merunka and Valette-Florence, 2013; Swimberghe *et al.*, 2014). As has already been established in Chapter B1, some authors (Albert *et al.*, 2009, 2012, 2013; Kang, 2018) who built their definitions using Sternberg’s theory, and consequently derive conceptualisations and operationalisation of brand love, can be problematic as they can conflate the construct of brand love with brand passion, and in the following studies the two have even been used interchangeably (Bergkvist and Bech-Larsen, 2010; Huber *et al.*, 2015). This ambiguity in distinguishing passion from love is carried over from the field of social psychology.

Applying the concept of brand passion directly into marketing can be problematic. For example, romantic (or ‘hot’) love based on passion manifests itself as ‘extreme energy, hyperactivity, sleeplessness, impulsivity, euphoria and mood swings’ (Sternberg and Weis, 2006, p. 88). Sternberg (1986, p. 119) defined passion as a “romance, physical attraction, sexual consummation”, which is the first to develop among other elements of interpersonal love.

In studies on brand passion, it has been defined as an affective, intense and extremely positive attitude towards a specific brand (Bauer *et al.*, 2007) characterised by enthusiasm, excitement, infatuation or even the obsession of a consumer for a brand (Albert and Valette-Florence, 2010; Albert *et al.*, 2013). To summarise, it can be observed from the definitions above that passion is an affective construct which is constituted by aroused positive *feelings* towards a brand. While passion is essentially affective in nature, it might not lead to a certain steadiness of the relationship (long-term) as it is elusive. According to Fournier (1998), high emotional strength is not necessarily the same as the strength of a relationship bond as other dimensions should be taken into account.

To conclude, some studies applying Sternberg’s (1986) Interpersonal Love Theory directly to marketing are problematic. Researchers identified that brand love indeed includes a passionate dimension, however, eliminated other components of the theory, such as intimacy and commitment from the construct (e.g., Huber *et al.*, 2015).

Another dimension which has been identified as a dimension of brand love prior to conceptualisation is brand intimacy (Shimp and Madden, 1988; Albert *et al.*, 2009; Lastovicka and Sirianni, 2011; Fetscherin, 2014). Table B2.1 presents various conceptualisations primarily based on Sternberg’s (1986) work. In Sternberg’s theory it is a ‘warm’, rather than ‘hot’, dimension of love and stands for “closeness, boundedness and connectedness” (Sternberg, 1986, p. 120). In marketing, intimacy can be defined as a warm, emotional relationship with a brand, which people value greatly in their lives (Albert and Merunka, 2013). Another view has been introduced by Matzler *et al.* (2007), who suggest that intimacy is a very personal, unique experience based on fulfilling needs at a deeper level, which also shapes one’s identity.

According to Fetscherin (2014), it is the intimacy element, along with friendship, that leads people to love brands. This conceptualisation is advocated by Palusuk *et al.* (2019) and further applied by Junaid *et al.* (2019) and Dalman *et al.* (2019). It is grounded on theoretical underpinnings of parasocial love by Rubin (1970) and Perse and Rubin (1989). However, an adopted measure was developed focusing on newscasters, taking into account the loneliness of people who develop a relationship with the newscasters. Therefore, the intimacy dimension can be based more on friendship, which contradicts prior conceptualisations of brand love that are intensively emotionally charged (e.g., Langner *et al.*, 2016).

To conclude, both passionate and intimacy dimensions of brand love are affective in nature (e.g., Shimp and Madden, 1988; Albert *et al.*, 2009; Fetscherin, 2014), however, these conceptualisations are missing cognitive dimensions of brand love, and therefore might be limiting. Therefore, the discussion will turn to the cognitive dimensions of brand love conceptualisation.

B2.2.2.2. Cognitive dimensions

Another finding that emerges from Table B2.1 is that the researchers who investigate brand love from a consumer perspective, as compared to social psychology literature, and follow a bottom-up approach (as opposed to an interpersonal love theory approach), sometimes identify rational benefits as being a dimension of brand love (Batra *et al.*, 2012; Langner *et al.*, 2015). Interpersonal love is characterised by an uncontrollable impulse or altruism – doing good things simply for the sake of them without looking into the rational benefits another person may provide in return, someone loves unconditionally (e.g., Becker, 1974). At face value, it does not appear to be the same in the context of marketing.

Batra *et al.* 's (2012) qualitative stage of research identified that rational benefits such as excellence and being the best in class contribute to brand love. Huber *et al.* (2015) called for a further investigation of the rational benefits of brand love. Langner *et al.* (2015, p. 627) argued that “none of the respondents reported altruism in their brand

relationships” and suggested that brand love is selfish (Langner *et al.*, 2015; Junaid *et al.*, 2019).

Research into the cognitive dimensions of brand love is still scarce (Table B2.1). Dimensions of brand love, such as self-expression and self-identification (Zarantonello *et al.*, 2016), self-brand integration (Batra *et al.*, 2012), esteem, achievement needs, self-actualisation and existential needs (Ahuvia, 1993), are identified. Even though these dimensions have different names, they in effect share a conceptual similarity – overall, they reflect or extend the self into a brand, which underpins Belk’s (1988) idea of the ‘extended self’, ‘we are what we have’.

Consumption as creation of identity has been a topic of research in marketing for decades (e.g., Hirschman and Thompson, 1999; Woodruffe-Burton, 1998) and has been extended in brand love research. Ahuvia’s (1993, 2005) conceptualisation, which is found in his early work, is based on the idea of an extension of the self by integration of products or services into a consumer’s identity. This pioneering understanding of love to objects is on theoretical underpinnings derived from the expansion of self-theory by Aron and Aron (1986). With a similar logic, Fournier (1998) touched upon falling in love with brands that provide perceived self-efficacy and self-esteem, and also in line with Aron *et al.*’s (1995) work in the field of social psychology. The mechanics of self-object integration reside upon cognitive incorporation: thinking, the strengthening importance of love of an object within oneself. These dimensions of brand love, therefore, are cognitive in nature.

The dimension of ‘brand commitment’ (Shimp and Madden, 1988; Lastovicka and Sirianni, 2011) can be affective, cognitive or even conative depending on how it is conceptualised and measured. This discussion will focus on commitment as being cognitive. Commitment in relation to brand love is usually conceptualised based on Sternberg’s (1986) Triangular Theory of Love as a ‘cold’ element, and broadly refers to a willingness to maintain love over the long term. Surprisingly, little research has been dedicated to commitment, which involves cognitive elements, unlike the other two components of Sternberg’s Tripartite Theory – passion and intimacy (Table B2.1). Brand commitment is usually perceived as being a cognitive dimension of brand love,

but can be classified as a separate construct (Albert and Merunka, 2013) and defined as ‘an enduring desire to maintain a valued relationship’ (Moorman, Zaltman and Deshpande, 1992, p. 316). Moreover, Albert and Merunka (2013) suggest that brand commitment arises out of a consequence of brand love rather than its dimension. Therefore, the literature does not present a clear view on commitment.

B2.2.2.3. Affective-cognitive-conative conceptualisation

The conceptual divergence which originates in social psychology is also carried over into marketing. In comparison to interpersonal love theories serving as theoretical underpinnings, there is a lack of conceptualisations of brand love specifically in a consumption context (e.g., Albert *et al.*, 2008; Batra *et al.*, 2012; Langner *et al.*, 2015). Batra *et al.*’s (2012) conceptualisation which originated in the marketing context (later modified by Bagozzi *et al.*, 2014; Bagozzi *et al.*, 2017) is expressed through a constellation of multiple cognitive, emotional and conative dimensions. Moreover, in interpretation of MacInnis and Folkes (2017) the above-mentioned brand love prototype diverges into *antecedents* (e.g., self-brand integration), *qualities* (e.g., self-brand connection) and *consequences* (e.g., long-term relationships, attitude valence, passion-driven behaviours, separation distress).

Using grounded theory, the authors found that brand love differs in nature from interpersonal love, as it is, for example, less altruistic: the respondents expect more rewards from their loved brands. Considering previous conceptualisations of brand love, those that were based solely on interpersonal analogous relationships are limited (Bengtsson, 2003). Batra’s (2012) work represents extensive qualitative ground-up work and appears to be the most advanced conceptualisation within the literature as it incorporates multiple dimensions of brand love including affective, cognitive and conative dimensions, which are formed over time, unlike focusing primarily on elusive feelings.

B2.3. CONCLUSIONS

To conclude, similar to the definitions of brand love, its conceptualisations are voluminous and varied (Grace *et al.*, 2018), inconsistent and divergent (Junaid *et al.*, 2019). Since the uni-dimensional approach to brand love fails to consider a number of important aspects, such as a cognitive and conative aspect, it therefore “may fail to catch the complexity of love” (Albert and Merunka, 2013, p. 259). The multi-dimensional approach to brand love is deemed to be more appropriate.

Based on the discussion in this chapter, the divergence between different types of conceptualisations arises from the continuing debate of whether love is an emotion (i.e., elusive) or a relationship bond (i.e., continuous and steady). This divergence represents a so-called ‘duality’ of brand love (e.g., Junaid *et al.*, 2019a; Junaid *et al.*, 2019b; Junaid *et al.*, 2019c; Moussa, 2019a; Moussa, 2019b). Whether elusive can become long-term with a brand, or long-term relationships indeed require cognitive dimensions such as commitment, is under-researched. As established above, commitment as other dimensions can also act as both an element and an outcome of brand love, therefore, extensive discussion of the brand love nomological net is presented in Chapter B3.

CHAPTER B3. BRAND LOVE NOMOLOGICAL NET

B3.1. INTRODUCTION

The debate in this chapter turns to brand love's functional relationships that form its nomological net. Out of 60 papers selected for review (see Chapter B1), only 30 include functional relationships of brand love. This part of the literature review presents brand love in relation to other constructs, its antecedents and outcomes. The literature review has identified 19 antecedents and 10 consequences of brand love, some of which have been studied by a number of researchers and can act as both an antecedent and a consequence (for example, trust). The rest of the chapter is structured into two parts: antecedents are discussed in Section B3.2., and consequences in Section B3.3.

B3.2. BRAND LOVE ANTECEDENTS

In line with Batra *et al.*'s (2012) comprehensive view of love as a prototype, the construct should be studied not only in relation to its own elements, but also in relation to its antecedents and consequences. Table B3.1 informs the following debate (the table is located at the end of the chapter to ease the flow of navigation of discussion). The first observation is that a limited number of conceptualisations have been used to model the nomological net of brand love (notably, Carroll and Ahuvia, 2006; Albert *et al.*, 2009; Batra *et al.*, 2012). The second observation is that constructs can act not only as dimensions of brand love in its conceptualisations, but also as antecedents.

The antecedents of brand love can be broadly categorised into affective (e.g., hedonic attributes of products) and cognitive (e.g., brand identification). Some antecedents can also act as consequences, such as trust (Karjaluoto *et al.*, 2016; Albert and Merunka, 2013) and willingness to invest resources (Rauschnabel and Ahuvia, 2014), which can be confusing, as in order to establish trust and develop willingness to invest resources implies some experience with a brand.

The cognitive antecedents of brand love are more extensive and include brand identification (Bergkvist and Bech-Larsen, 2010), self-brand integration (Rauschnabel and Ahuvia, 2014), willingness to invest resources (Rauschnabel and Ahuvia, 2014) and quality (Batra *et al.*, 2012; Rauschnabel and Ahuvia, 2014).

Brand identification (in a study by Bergkvist and Bech-Larsen, 2010) and self-congruity (Bıçakcıoğlu *et al.*, 2018; Roy *et al.*, 2012) are modelled as antecedents of brand love, yet they and their synonyms are also present in the various conceptualisations of brand love, for example, self-congruity (Albert *et al.*, 2008), self-brand integration (Batra *et al.*, 2012) and brand identification (Zarantonello *et al.*, 2016). Willingness to invest resources and willingness to pay more are both modelled as antecedents (Rauschnabel and Ahuvia, 2014) and part of the brand love conceptualisation (Batra *et al.*, 2012). However, this antecedent is inconsistent in relation to brand love, for example, willingness to pay more (Kang, 2018) is found to be significant, but only for the passion dimension of brand love; and willingness to invest resources (Rauschnabel and Ahuvia, 2014) is found to be not significant. Therefore, this discrepancy concerning investment and paying a price premium and whether it leads to brand love is inconclusive.

There is a similar issue with quality: even though Batra *et al.* (2012) and later Bagozzi *et al.* (2017) found that quality is a significant antecedent of brand love, it is not significant in the work of Bairrada *et al.* (2018).

Turning to the affective antecedents of brand love, several authors (e.g., Carroll and Ahuvia, 2006; Karjaluoto *et al.*, 2016; Kang, 2018; Roy *et al.*, 2016) found that affective factors significantly influence brand love. Affective antecedents can be found within both products (i.e., Carroll and Ahuvia, 2006) and services (hospitality, such as luxury hotels) categories, unlike cognitive ones, which have primarily been investigated in the context of products. In comparison to cognitive antecedents, research into affective dimensions is noticeably scarce and lacks depth (only seven of 23). For example, it has been found that hedonic attributes of the products act as antecedents of brand love (e.g., Carroll and Ahuvia, 2006; Bairrada *et al.*, 2018), however, this antecedent is quite general and lacks nuances, such as which hedonic attributes in particular foster brand love, such as beauty, aesthetics, fun, play or spirituality.

In summary, a number of antecedents are found to be significant determinants of brand love, notably both affective and cognitive, with a larger number of cognitive determinants being investigated. Yet, there is a divergence in the literature as to whether some constructs are indeed determinants of brand love or part of a broader conceptual nomological structure. For example, according to Bairrada *et al.* (2018), brand intimacy is an antecedent of brand love, but also part of its conceptualisation (e.g., Shimp and Madden, 1988; Albert *et al.*, 2009; Lastovicka and Sirianni, 2011; Fetscherin, 2014). This issue has been observed by Grace *et al.* (2018, p. 580): ‘the lines between brand love dimensions, the antecedents to brand love and the outcomes are blurred’.

Another observation derived from Table B3.1 is the variety of antecedents with most of them investigated in single studies – so there is little evidence regarding the stability of the reported findings. Attention now turns to the outcomes of brand love.

B3.3. BRAND LOVE CONSEQUENCES

The first observation is that primarily all of these consequences are conative in nature (consequences refer to the behavioural change). These behavioural outcomes are consistent across both sectors of goods (Albert *et al.*, 2009; Bergkvist and Bech-Larsen, 2010; Batra *et al.*, 2012; Bairrada *et al.*, 2018; Bıçakcıoğlu *et al.*, 2018) and services (Roy *et al.*, 2016; Kang, 2018), however, there have been fewer studies focusing on services. Brand love significantly impacts the formation of trust, loyalty, word of mouth, brand commitment and brand forgiveness (Table B3.2). Some outcomes of brand love are only partially supported, for example, Kang (2018) found that only one dimension of brand love – passion – leads to the willingness to pay a price premium, and not other dimensions such as intimacy. This might be explained by the context of investigation – to create brand intimacy with a hotel as a brand might be problematic and not valid at face.

Some antecedents, such as willingness to invest resources, could be both – an antecedent and a consequence (Albert and Merunka, 2013; Bairrada *et al.*, 2018; Kang,

2018), however, it seems more meaningful as a consequence as it can be understood as investment into aftercare, such as car maintenance, for example.

In relation to satisfaction, Ahuvia (1993) presented it as a dimension of the construct of love. This ideation has been built on the work by Fournier and Mick (1999, p. 11): ‘satisfaction as love probably constitutes the most intense and profound satisfaction of all’. In other words, love is satisfaction. In relation to brand commitment, studies comparing behavioural outcome between brand love and passion (Albert and Merunka, 2013; Albert *et al.*, 2013) found that brand love leads to stronger brand commitment than brand passion. If brand love leads to brand commitment, then by definition it should also lead to a strong long-term relationship, as commitment is a focal aspect of a long-term bond.

In summary, there is a smaller number of outcomes of brand love in comparison to antecedents, which are conative in nature, and there are less discrepancies concerning the relationship outcomes of brand love in the literature.

Table B3.1 - Nomological net: Antecedents to brand love

Antecedents	Authors	Brand love operationalisation	Empirical	Conceptual	Sig.	Not sig.	Research context	Categories
Cognitive Antecedents								
Brand identification	Bergkvist and Bech-Larsen (2010)	Carroll and Ahuvia (2006)	✓		✓		iPod; Participant's favourite brand of clothes; Panadol; Vegemite; Participant's favourite soft drink; Colgate Total	Technology; Fashion; FMCG
Trust	Karjaluoto <i>et al.</i> (2016)	Carroll and Ahuvia (2006)	✓		✓		Loved brands: i.e., Apple; Nike; Adidas	Technology; Fashion
	Albert and Merunka (2013)	Albert <i>et al.</i> (2009) – multi-dimensional, higher order construct	✓		✓		No specific	No specific
Quality	Batra <i>et al.</i> (2012); Rauschnabel and Ahuvia (2014)	Batra <i>et al.</i> (2012); Bagozzi <i>et al.</i> (2013)	✓		✓		Electronics; Clothing, sport shoes, body care and chocolate	Electronics; Fashion
Utilitarian value	Huber <i>et al.</i> (2015)	Albert <i>et al.</i> (2009) multi-dimensional, higher order construct	✓			✓	BMW brand and beer brand Beck's	Automobile FMCG
Theory of planned behaviour (TPB): attitude and subjective norm; the behavioural control factors: propensity to anthropomorphise	Hegner <i>et al.</i> (2017)	Albert <i>et al.</i> (2009) – reflective with sig. dimensions of uniqueness, pleasure, intimacy/idealisation, memories/dreams without a duration	✓		✓ Attitude – sig. Subjective norm – sig. Perceived behavioural control (propensity to anthropomorphise – pos. sig.; affordability – negative sig.)		Fashion	Fashion
Price – moderating relationship between BL and WOM not eWOM	Karjaluoto <i>et al.</i> (2016)	Carroll and Ahuvia (2006)	✓		✓		Loved brands: i.e., Apple, Nike, Adidas	Electronics; Fashion

Affordable price	Hegner <i>et al.</i> (2017)	Albert <i>et al.</i> (2009) – reflective with sig. dimensions of uniqueness, pleasure, intimacy/idealisation, memories/dreams without a duration	✓			✓	Fashion	Fashion
Willingness to pay more	Kang (2018)	Multi-dimensional, higher order (brand passion and brand intimacy) – Sarkar (2011) - not on the ABS list	✓		✓ Brand passion → willingness to pay more	✓ Brand intimacy → willingness to pay more	Luxury hotels	Hospitality
Willingness to invest resources	Rauschnabel and Ahuvia (2014)	Bagozzi <i>et al.</i> (2013)				✓		
Brand anthropomorphism	Rauschnabel and Ahuvia (2014)	Bagozzi <i>et al.</i> (2013)	✓		✓		Clothing, sport shoes, body care and chocolate	Fashion; FMCG
Satisfaction, self-congruity, consumer delight, romanticism and brand experience	Roy <i>et al.</i> (2012)			✓				
Self-congruity	Bıçakcıoğlu <i>et al.</i> (2018)	Bagozzi <i>et al.</i> (2014)	✓				Not specified	Not specified
Self-brand integration	Rauschnabel and Ahuvia (2014)	Bagozzi <i>et al.</i> (2013)				✓		
Brand innovation	Bairrada <i>et al.</i> (2018)	Batra <i>et al.</i> (2012) Bagozzi <i>et al.</i> (2016)	✓			✓	Not specified	Not specified
Brand credibility	Bairrada <i>et al.</i> (2018)	Batra <i>et al.</i> (2012) Bagozzi <i>et al.</i> (2016)	✓		✓		Not specified	Not specified
Perceived luxury: status value	Kang (2018)	Multi-dimensional, higher order (brand passion and brand intimacy) – Sarkar (2011)	✓			✓	Luxury hotels	Hospitality

Affective antecedents								
Hedonic attributes of brands	Carroll and Ahuvia (2006)	Carroll and Ahuvia (2006)	✓		✓		FMCG (soft drinks, soaps and cereals)	FMCG
	Karjaluoto <i>et al.</i> (2016)	Carroll and Ahuvia (2006)	✓		✓		Apple, Nike, Adidas	Technology; Fashion
Hedonic value	Huber <i>et al.</i> (2015)	Albert <i>et al.</i> (2009) – multi-dimensional, higher order construct	✓		✓		BMW brand and beer brand Beck's	Automobile; FMCG
	Kang (2018)	Multi-dimensional, higher order (brand passion and brand intimacy) – Sarkar (2011)	✓		✓ All dimensions sig.		Luxury hotels	Hospitality
Brand intimacy	Bairrada <i>et al.</i> (2018)	Batra <i>et al.</i> (2012) Bagozzi <i>et al.</i> (2016)	✓		✓		Not specified	Not specified
Perceived luxury: uniqueness value	Kang (2018)	Multi-dimensional, higher order (brand passion and brand intimacy) – Sarkar (2011)	✓		✓ All dimensions sig.		Luxury hotels	Hospitality
Sincerity and excitement	Roy <i>et al.</i> (2016)	Carroll and Ahuvia (2006)	✓				Online retailer brand	e-Commerce
Social identity	Vernuccio <i>et al.</i> (2015)	Carroll and Ahuvia (2006)	✓				Facebook	Technology
Brand authenticity	Manthiou <i>et al.</i> (2018)	Carroll and Ahuvia (2006)	✓				Luxury hotels	Hospitality

Table B3.2 - Nomological net: Consequences of brand love

Consequences	Authors	Brand love operationalisation	Empirical	Conceptual	Supported	Not supported	Research context	Categories
Conative consequences								
Loyalty	Albert <i>et al.</i> (2009)	Albert <i>et al.</i> (2009)	✓		✓		No specific	No specific
	Bergkvist and Bech-Larsen (2010)	Carroll and Ahuvia (2006)	✓		✓		iPod, Participant's favourite brand of clothes, Panadol, Vegemite, Participant's favourite soft drink, Colgate Total	Technology, clothes, FMCG
	Batra <i>et al.</i> (2012)	Batra <i>et al.</i> (2012)	✓		✓		Electronics	Electronics
	Bairrada <i>et al.</i> (2018)	Batra <i>et al.</i> (2012) Bagozzi <i>et al.</i> (2016)	✓		✓		No specific	No specific
	Bıçakcıoğlu <i>et al.</i> (2018)	Bagozzi <i>et al.</i> (2014)	✓		✓		Mobile phones	Electronics
	Huang (2017)	Carroll and Ahuvia (2006)	✓		✓		Online retailer brand	e-Commerce
	Roy <i>et al.</i> (2016)							
pWOM	Albert <i>et al.</i> (2009)	Albert <i>et al.</i> (2009)	✓		✓		No specific	No specific
	Albert and Merunka (2013)	Albert <i>et al.</i> (2009)	✓		✓		No specific	No specific
	Karjaluoto <i>et al.</i> (2016)	Carroll and Ahuvia (2006)	✓		✓		Loved brands: i.e., Apple, Nike, Adidas	Electronics; Fashion
	Bıçakcıoğlu <i>et al.</i> (2018)	Bagozzi <i>et al.</i> (2014)	✓		✓		No specific	No specific
	Albert <i>et al.</i> (2009)	Albert <i>et al.</i> (2009)	✓		✓		No specific	No specific
	Bairrada <i>et al.</i> (2018)	Batra <i>et al.</i> (2012) Bagozzi <i>et al.</i> (2016)	✓		✓		No specific	No specific
	Roy <i>et al.</i> (2016)	Carroll and Ahuvia (2006)	✓		✓		Online retailer brand	e-Commerce

Trust	Albert <i>et al.</i> (2009); Regan <i>et al.</i> (1998); and Albert <i>et al.</i> (2008) in Skoog and Söderström (2015)	Albert <i>et al.</i> (2009)	✓		✓		No specific	No specific
Active engagement in community	Bergkvist and Bech-Larsen (2010)	Carroll and Ahuvia (2006)	✓		✓		iPod, Participant's favourite brand of clothes, Panadol, Vegemite, Participant's favourite soft drink, Colgate Total	Technology, clothes, FMCG
Purchase intention	Sarkar and Sreejesh (2014)	Carroll and Ahuvia (2006)	✓		✓		Premium brands, like Mercedes, Harley Davidson	Automobile, motorbikes
Brand forgiveness	Hegner <i>et al.</i> (2017)	Albert <i>et al.</i> (2009) – reflective with sig. dimensions of uniqueness, pleasure, intimacy/idealisation, memories/dreams without a duration	✓		✓		Fashion	Fashion
	Albert and Merunka (2013)	Albert <i>et al.</i> (2009)			✓		No specific	No specific
	Bairrada <i>et al.</i> (2018)	Batra <i>et al.</i> (2012) Bagozzi <i>et al.</i> (2016)			✓		No specific	No specific
	Kang (2018)	Multi-dimensional, higher order (brand passion and brand intimacy) – Sarkar (2011) – not from the ABS list			✓ brand passion → willingness to pay price premium	✓ brand intimacy → willingness to pay price premium	Luxury hotels	Hospitality
Resistance to negative information	Batra <i>et al.</i> (2012)	Batra <i>et al.</i> (2012)	✓		✓		Electronics	Electronics
Brand commitment	Albert and Merunka (2013)	Albert <i>et al.</i> (2009)	✓		✓		No specific	No specific
Brand advocacy	Kang (2018)	Multi-dimensional, higher order (brand passion and brand intimacy) – Sarkar (2011) – not from the ABS list	✓		✓		Luxury hotels	Hospitality

CHAPTER B4: SUMMARY OF THE LITERATURE REVIEW

As established in Chapters B1-3, no unified definition of brand love is identified in the literature, yet, mostly affective in nature and sparingly cognitive and behavioural, the array of brand love definitions reflects the multi-faceted nature of the construct. Similarly to interpersonal love and its multi-faceted nature, there is a certain ambiguity surrounding the concept of brand love and, as a consequence, defining it. Similar to the definitions of brand love, its conceptualisations are voluminous and varied (Grace *et al.*, 2018), inconsistent and divergent (Junaid *et al.*, 2019).

Varied conceptualisations exist, including results of positive experience (e.g., Carroll and Ahuvia, 2006) or even an evaluative judgement (e.g., Huber *et al.*, 2015). The divergence between various conceptualisations arises from the continuing debate of whether love is an emotion (i.e., elusive) or a relationship bond (i.e., continuous and steady), or a so-called ‘duality’ of brand love (e.g., Junaid *et al.*, 2019a; Junaid *et al.*, 2019b; Junaid *et al.*, 2019c; Moussa, 2019a; Moussa, 2019b).

Within a broader nomological structure, a number of affective and cognitive antecedents were identified. Similar to definitions of brand love, there is a lack of clarity, whether a construct is a dimension of brand love an antecedent, or a consequence. This issue has been observed by Grace *et al.* (2018, p. 580): ‘the lines between brand love dimensions, the antecedents to brand love and the outcomes are blurred’. Further calls to examine and research the antecedents and consequences of brand love have been made in literature (Bairrada *et al.*, 2018; Palusuk *et al.*, 2019).

Throughout the literature on brand love, there are sporadic references to the concept of value (Sections B1.2.2, B2.2.1, B2.2.2.2; Tables B1.2 and B3.1). For example, various terms have been employed studying the concept of brand love, namely: ‘reward’ (Batra *et al.*, 2012; Ahuvia, 1993; 2005), ‘benefit’ (Park *et al.*, 2016), ‘best value for money’ (Batra *et al.*, 2012). Park *et al.* (2016), in their conceptual work, proposed that brand love emerges on the basis of *enticing benefits* when interacting with a loved brand. Besides these conceptual ideas, Langner *et al.* (2015, p. 627) established empirically that: ‘consumers seek to receive *concrete, rational benefits* from the brand relationship’. Other studies identified that hedonic attributes of products can foster brand love (Carroll

and Ahuvia, 2006; Ahuvia, 2005; Ahuvia *et al.*, 2009; Batra *et al.*, 2012; Ahuvia, 2013). Overall, all these terms are synonymous with value for the customer (e.g., Woodruff, 1997; Day and Crask, 2000; Payne and Holt, 2001; Woodall, 2003; Monroe, 2003). Ahuvia (2005) proposes that the love of material possessions is linked to *symbolic value*. Ahuvia (1993, p. 50) ideates around the fact that the higher ‘fit’ between the consumer and the loved object, the larger the benefit: ‘the more levels on which an object can benefit its lover, the more fully integrated it can become into his or her life’ (Ahuvia, 1993, p. 50). Therefore, symbolic value also facilitates loving relationships (Ahuvia, 2015) and is connected to emotional response, or, in other words, hedonic benefits. The paper by Ahuvia (2005) is based upon the phenomenological perspective of finding identity and looking at multiple ways of expressing it. In this qualitative study on brand love, the author observes what constitutes love to objects, which are like art and include aesthetic value, however, without inclusion of value into conceptualisation. When defining love, Branden (1980) connects love to the ‘need to value’ (B1.2.2.); treating love as a complex network including affective, cognitive and conative components (Izard, 1992) might incorporate value, however, this is under-researched in the prior literature.

In relation to functional relationships, a review of the related literature identified a small number of empirically based research articles that investigate the customer’s perceived value in relation to brand love (e.g., Huber *et al.*, 2015; Karjaluoto *et al.*, 2016; Bairrada *et al.*, 2018). In the grocery sector, Bairrada *et al.* (2018) tested whether the perceived transactional value acts as a mediator variable between perceived quality, brand credibility, intimacy and brand love. In that instance, value was modelled as a uni-dimensional construct based on Netemeyer *et al.*’s (2004) study. Netemeyer *et al.* (2004), however, neither differentiated between quality and customer perceived value, nor did they measure multi-dimensional value. Transactional value of the product is the ‘product worth the cost’, ‘product is a good buy’ and ‘good value for money’, and Huber *et al.* (2015) identified that there is a positive effect of hedonic value on brand love. Kang (2018) tested value of perceived luxury as an antecedent of romantic brand love in the context of luxury hospitality (Kang, 2018). The findings indicate that uniqueness and hedonic value are antecedents of romantic brand love, yet the study does not provide

a convincing rationale for this investigation, with no prior exploratory work, nor convincing theoretical underpinnings, and being limited to only one service area – a luxury hotel. Kang (2018) and Huber *et al.* (2015) welcome further research on the value and love functional relationship.

Despite the comments in extant research as to brand and customer perceived value being interlinked concepts, empirical research is underdeveloped, and the few empirical studies adopt a simplistic and theoretically weak orientation. Therefore, the first objective is investigated in Study 1 in the following Chapter C.

CHAPTER C: STUDY 1 - INVESTIGATING THE CONCEPTUAL LOCATION OF BRAND LOVE AND CUSTOMER PERCEIVED VALUE IN CONSUMERS' MINDS

C.1. STUDY 1: INTRODUCTION AND AIM

Throughout the literature it is observed that brand love resides on the theoretical underpinnings of interpersonal love and includes various dimensions. However, more recently the ground-up approach in marketing (e.g., Batra *et al.*, 2012) challenges the view that brand love is analogous to interpersonal love and reveals a paucity of theory that explains the brand love concept. At the same time, the brand love literature contains sporadic references to the concept of value (see Chapters B1 and B2) however, offering neither further exploration nor theoretical support for the possible interconnectedness of the two constructs or the location of value within the brand love universe. Against this backdrop, axiology – the theory of value – is advanced, which provides the theoretical mechanism that unites love and value, and offers conceptual logic to Study 1, the objective of which is to obtain insights into the conceptual location of brand love and customer perceived value in the minds of consumers.

C.1.1 STUDY 1: AXIOLOGY – THE THEORY OF VALUE

Axiology (from the Greek *axios* – ‘worthy’, and *logos* – ‘science’) is a branch of philosophy studying the concept of value. Holbrook (1994) was the first to acknowledge the theoretical relevance of axiology to marketing, observing that consumer value is ‘firmly grounded in axiology’ (p. 9). Holbrook’s (1994, 1999) pioneering work links the hedonic paradigm of consumption to the experiential or phenomenological view on value, in which he defines value as “an interactive relativistic preference experience” (1994, p. 9) and as an experience derived predominantly from emotions rather than cognition.

Axiology in modern philosophical thought originated from Lotze's vision (1817, 1881) and understanding of existence from the position of the dual realms of fact (being) and of value; this idea is dated as early as Plato's philosophy. Several prominent philosophers within the branch of axiology (e.g., Santayana, 1896; Brentano, 1899; Von Ehrenfels, 1897; Perry, 1954; Hilliard, 1950; Frondizi, 1971) proclaimed that value is grounded on hedonistic origins. Hilliard (1950) sees hedonism as a state when a human does and only acts until the end of its own pleasure.

One of the major theoretical debates associated within axiology is its theoretical origins. Philosophers within the Austrian Vienna Circle of axiological thought (e.g., Brentano, 1899; Meinong, 1894) held the view that *value* has been derived from the concept of *affection*, whereas other scholars supported the view that value originates from the *emotion of desire* (Ehrenfels, 1897, p. 219): "we do not desire things because we grasp in them some mystical, incomprehensible essence – "*value*"; rather, we ascribe "*value*" to things because we *desire* them". However, these two concepts are interrelated and some theorist axiologists (e.g., Prall, 1821) see *affection* as a necessary component of *desire*.

The notion of value, according to Perry (1954), substitutes the whole class of notions of: '*liking*', '*desiring*', '*willing*', '*loving*' and '*hoping*', and represents the nature of value to create favourable attention. Perry's position on value is that *interest*, in essence, is the ability to '*arouse*' and '*like*' and '*desire*' an object. The definition of value in this instance is an *emotional act*, analogous to love. Perry (1954) concludes that the '*affective*' qualities, or the class of qualities determining value, include pleasant, enticing, fascinating, awesome, revolting etc. However, Perry (1954, p. 367), when defining love, distinguishes love from judgement: "*love* is not the same thing as judgement or contemplation <...> the loved person is not the *set of attributes*. It is characteristic of the lover to bestow qualities upon the object of his love". Brentano (1899), when discussing valuation, mentioned that the process is primarily based on "favourable emotions (*loving, liking, being pleased about, favouring etc.*) on the other hand, and of negative emotions (*hating, disliking, being displeased about etc.*)" (Brentano quoted in Rescher, 1969).

Hilliard (1950, p. 312; italics in the original) attempted to define the multi-faceted relationship between *value* and *love*: ‘*love* is certainly a very complex relationship, its essence seems to lie in the finding of a considerable – sometimes an intense – degree of terminal value “in” another person’. Love between two individuals can be characterised as ‘*one of life’s greatest aggregate terminal values*’ (Hilliard 1950, p. 53). Moreover, Hilliard (1950) incorporated multiple dimensions including dimensions of good, beauty and economic utility in a definition of love: “*love* depends in an essential manner upon value amongst other matters such as *good, beauty and economic utility* <...> particular and applied forms of the basic concept of value” (Hilliard, 1950, p. 313; italics in the original). Love is placed in the realm of beauty which, according to Hilliard (1950, p. 282), is “the pleasantness of a high order” applying to complex objects which are a “*work of art*” in themselves”. This resonates with Santayana’s (1896) early work defining value through beauty and derived from aesthetics: the expression of physical pleasure or passion, or even pain, may constitute beauty and please the beholder. Hilliard’s (1950) idea also resonates with Scheler’s (1972) emphasis on love, which is fundamentally directed towards value, developing the idea further that “men are *bearers* of value and have a potential for *deeper* value” (p. 109).

An important question posed by Frondizi (1971) has particular relevance in the context of the present study that seeks to reconcile brand love and customer perceived value, which is whether things are valuable because one deserves them or because the desire occurs as a result of the objects having value: “*does desire, pleasure or interest give value to an object, or we are interested because such objects possess a value*” (Frondizi, 1971, p. 19).

To conclude, the foregoing discussion on axiology lends theoretical weight to the notion that brand love and value are inexorably entwined, yet at the same time it remains ambiguous exactly how the two constructs are connected. This uncertainty might stem from the nature of value which, like love, can be both emotional and cognitive in nature and leads directly to the need to explore brand love and customer perceived value in the minds of consumers; thus, the objective of Study 1 is to gain insights into the conceptual location of brand love and customer perceived value in the minds of consumers.

C.2. STUDY 1: METHODOLOGY

C.2.1. STUDY 1: RESEARCH APPROACH

This section justifies the qualitative methodology used to address Study 1. As explained in Section A.1.4, Study 1 aims to develop an understanding of the space that brand love and value occupy in consumers' minds while acknowledging the constructs' complexity (e.g., Batra *et al.*, 2012; Woodall, 2009) and their emotional nature (e.g., Carroll and Ahuvia, 2006; Albert *et al.*, 2008; Sheth *et al.*, 1991; Holbrook, 1996; 1999). A qualitative approach enables respondents to constitute the meaning of brand love and value using their own narratives, feelings and thoughts, thereby allowing for exploration of the possible association between constructs.

C.2.2. STUDY 1: JUSTIFICATION OF THE QUALITATIVE APPROACH

Qualitative research puts the emphasis on the qualities and meanings which are hard to measure (Denzin and Lincoln, 2008), and focuses on examining the phenomenon under investigation when not much is known about the situation (Sekaran and Bougie, 2013; Ritchie *et al.*, 2014), as is the case in the present study. Qualitative research aims to explore “issues concerning emotions, metaphors, nonverbal communication, and visual imagery” (Zaltman, 1997, p. 424). In relation to consumption, Holbrook and Hirschman (1993) stressed the importance of interpretivist approaches to the study of consumer behaviour, and interpretive research methodologies have become increasingly deployed in marketing (Malhotra and Peterson, 2006). Within qualitative approaches, such as for example, ethnography, hermeneutics and phenomenology, which are briefly outlined in Table C1, grounded theory (GT) focuses in particular on the search for meaning, understanding and experiences (Goulding, 2001) and aims to “reveal hidden realities” (Holliday, 2007, p. 16) and capture complexity (Locke, 2001) and patterns of behaviour (Glaser, 1978; Glaser and Strauss, 1967; Strauss and Corbin, 1990; Remenyi *et al.*, 1998; Charmaz, 2006; Bryant and Charmaz, 2007).

Table C1 – Study 1: Qualitative research approaches

Ethnography	‘Ethnography is a research methodology that has been developed for the study of cultures and cultural sense making’ (Eriksson and Kovalainen, 2008, p.137).
Hermeneutics	‘The theory of how life discloses and expresses itself in cultural works’ (Palmer, 1969, p. 114).
Phenomenology	‘Is concerned with the question of how individuals make sense of the world around them and how in particular the philosopher should bracket out preconceptions in his or her grasp of that world’ (Bryman, 2012 p. 30).
Narrative Approach	‘Is a textual actualisation of a story at a specific time and context, and to a specific audience’ (Eriksson and Kovalainen, 2008, p. 212)
Discourse Analysis	Discourse analysis is concerned with the use of language within a particular discourse (Ritchie <i>et al.</i> , 2014)
Grounded theory	‘An inductive, theory discovery methodology that allows the researcher to develop a theoretical account of the general features of a topic while simultaneously grounding the account in empirical observations or data’ (Martin and Turner, 1986, p. 141).

A definition of GT suggested by Martin and Turner (1986, p. 141) is: ‘an inductive, theory discovery methodology that allows the researcher to develop a theoretical account of the general features of a topic while simultaneously grounding the account in empirical observations or data’. Instead of imposing the researcher’s pre-determined vision, GT allows focus to be on the participants’ perspectives – helping to stay close to reality, such as in cases of consumers’ lived experiences with loved brands. The focus of GT is on data, which provides modes for conceptualising, describing and explaining a particular phenomenon (Glaser and Strauss, 1967). Taking into account that the concept of love is private and, sometimes even, intimate, GT is relevant for this study as it helps to capture the inherent intricacy. When dealing with human emotions and complex relational constructs, such as love in the context of consumption, the best way to look into it and allow data to emerge is from the point of view of the consumer (Glaser, 1998).

Amongst various interpretations of the GT approach (Glaser, 1978; Glaser and Strauss, 1967; Strauss and Corbin, 1990; Remenyi *et al.*, 1998; Charmaz, 2006; Bryant and Charmaz, 2007), the author has selected Strauss and Corbin’s (1990) interpretation and borrows the rigorous process of coding rather than aiming to develop theory. The aim is thorough analysis of the phenomenon to investigate how the constructs of interest co-exist. The choice of data collection method is discussed and justified in the next section.

C.2.3. STUDY 1: DATA COLLECTION METHOD

Taking into account the research objective, which is to explore the space that brand love and customer perceived value occupy in the minds of consumers, the author considered various qualitative data collection methods, which are briefly outlined in relation to the present study in Table C2.

Table C2 - Comparing qualitative data collection methods

Qualitative method	Definition	Interpretation of the approach relating to Study 1
Focus groups	‘A group of individuals selected and assembled by researchers to discuss and comment on, from personal experience, the topic that is the subject of the research’ (Powell and Single, 1996, p. 499).	Study 1 deals with the personal context and the emotional, therefore sensitive, almost intimate nature of the discussion, which potentially could produce an emotional response. Therefore, focus groups are likely to exclude these private narratives.
Observation (unstructured)	‘A method of collecting empirical data by human, mechanical, electrical, or electronic means’ (Eriksson and Kovalainen, 2008, p. 86)	Observations focus on recording the actions taking place instead of insights and meaning.
Projective techniques	‘Involve the presentation of ambiguous stimuli to individuals, which are interpreted by the researcher to reveal underlying characteristics of the individual concerned’ (Bryman and Bell, 2011, p. 220).	Usually applied in advertising research (Bryman and Bell, 2011), however, the chosen prompt materials might be restrictive and the selection of images biased by the researcher.
Ethnography	‘As a method, ethnography entails a long period of participant observation in order to understand the culture of a social group’ (Bryman and Bell, 2011, p. 306)	Understanding of the social group was not the focus of the study.
Case studies	‘A research design that entails the detailed and intensive analysis of a single case’ (Bryman and Bell, 2011, p. 712)	The purpose of Study 1 is on multiple consumers’ experiences across various contexts, not on a single case or situation.
Action research	‘Involvement with members of an organization’ with a ‘genuine concern to them’ (Eden and Huxham, 1996, p. 75).	The study does not focus on a management issue.

The need to explore respondents’ lived experiences with brands in the widest sense led to the choice of unstructured or in-depth interviews, which allowed the researcher to explore issues in detail and to generate comprehensive, personal accounts, and to understand personal context in depth (Bryman, 2012). The interviews did not rely on a set of specific pre-determined questions or protocol, but rather were guided by a general

interview guide (see Appendix 1) that asked respondents to recount their thoughts and experiences with a brand that is at the forefront of their minds. This allowed the author to elicit experiences and search for conceptual relationships of brand love and value (Trochim, 2005). The word 'love' itself was not mentioned to avoid a 'loose' application of the term as suggested by Albert *et al.* (2008) and Langner *et al.* (2016).

C.2.3.1. Background to the interviews

In line with good practice (Bryman and Bell, 2015), the interview piloting was conducted amongst a similar sample group (varied in gender and age) and showed no potential issues with either the interview guide or the clarity of the questions. However, the concept of what a brand is, was not clearly understood by respondents. Taking into account that the term "brand" could have been considered a specific marketing term, a decision was made to introduce specific examples of brands, in case a respondent struggled to understand the meaning of the term. Inclusion of the explanation of the term solved the problem and improved understanding of the interview question.

C.2.3.2. Interviewing process

The participants were contacted via telephone or email to confirm participation and agree on the most convenient location. The interviews were conducted on and off Kingston University premises, including more informal locations such as offices, cafés, eateries and participants' homes. When they were conducted off-site, interviewees appeared to be more relaxed. Eliminating potential interviewer bias and reducing intervention through making greater use of respondents' natural settings improves the ecological validity of the findings (Bryman and Bell, 2011). The venue and time for the interview which suited the participants the most were agreed in advance. In line with McCracken (1988) and Thompson and Haytko (1997) the author tried to create an environment that allowed the participants to feel relaxed and comfortable when speaking openly about their lived experiences with brands and to ensure the trust between respondents and the researcher, respondents' consent to participate in the

research and be recorded were obtained prior to the interview). The duration of the interviews ranged from 30 to 120 minutes in length. This range can be accounted for by the unstructured interviews not being rigidly guided by an interview guide and that, on some occasions, respondents were less inclined to share or had little to say on their lived experiences with the brands they love. Recordings were made using a recording device and were manually transcribed for later analysis. The recordings were destroyed later in line with the good practice (Kingston University Guide to Good Research Practice, 2016). Each participant was offered a £15 Amazon voucher per interview as an incentive and thanks for the time and travelling expenses occurred.

C.2.4. STUDY 1: SAMPLING

The purpose of sampling in qualitative data analysis is to encapsulate salient characteristics of the population, unlike statistical representation in quantitative studies (Ritchie *et al.*, 2014). Rather than imposing strict quotas in terms of participants, the sampling approach aims at richness of data and, therefore, a rich set of participants was required, including multiple age ranges and genders of participants residing in the UK. Figure C1 identifies alternative sampling methods, from which a non-probability technique was chosen to ensure the diversity of the sample group, i.e., to represent all kinds of consumers, specifically, the purposive sampling technique has been used. The aim of the purposive sample is to achieve variability in the sample through the selection of respondents, so the 'sample members differ from each other in terms of key characteristics' (Bryman and Bell, 2011, p. 442).

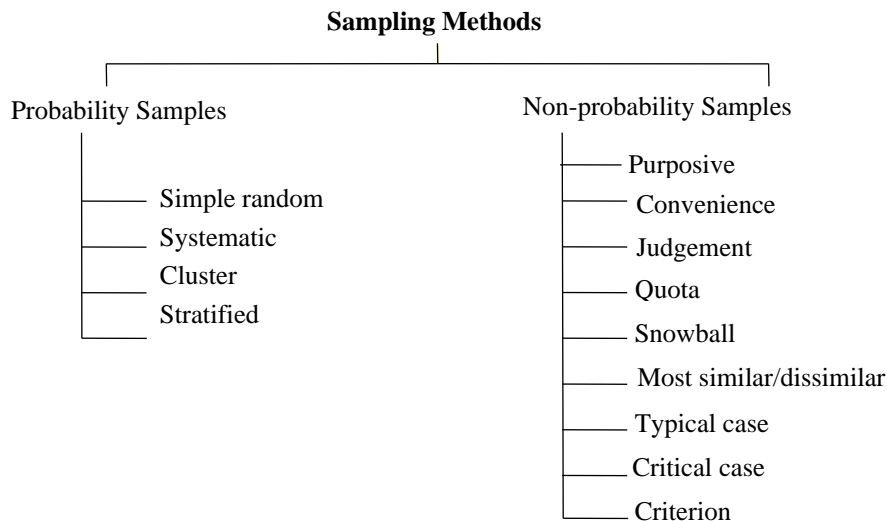


Figure C1- Study 1: Alternative sampling methods

Source: Bryman, A., and Bell, E. (2011) *Business Research Methods* (3rd ed.) Oxford University Press

Purposive sampling is associated with addressing the research question – the participants are selected because of essential information they hold about the topic rather than choosing participants at random (Tashakkori and Teddlie, 1998).

It has been acknowledged that the sample size is less of an issue in qualitative research in comparison to quantitative (Braun and Clarke, 2013; Ritchie *et al.*, 2014). Moreover, according to the prominent qualitative theorist Grant McCracken (1984), eight in-depth interviews are perfectly sufficient for almost all the projects. At first, 10 respondents were recruited, however, after initial data collection and in line with Strauss and Corbin (1994), and the tradition within GT to start analysis of the data simultaneously with data collection, it became evident that additional investigation was required as a clear pattern in the analysis did not seem to be emerging. Consequently, an additional 14 interviewees were recruited, thus in total, 24 interviewees participated in the first round of interviews (Phase 1 – see Table C3). The author sampled across several groups and possible locations before the data started to make sense and find its direction (Goulding, 2002). Participants were recruited via the author's contacts. The sample resulted in specific groups which are educated, urban population. However, sampling of the population which is above 65 needs further investigation as it was not present in the author's personal contacts. A total of 38 interviews were conducted in two phases

during 2018. The second phase of the interviews enabled the researcher to probe further into the meaning of a loved brand and the way that brand love is connected to its costs. Some of the respondents participated in only one interview and the others in both due to availability and their willingness to participate in the second interview. The full sample composition, including characteristics of the respondents and their participation in the interview phases, is presented below in Table C3.

Table C3 – Study1: Sample details

Fictitious name	Gender	Age	Occupation	Phase 1 April -July 2018	Phase 2 July-Sept 2018
Daphnis	Male	18-24	Student	✓	✓
Jaywant	Male	18-24	Graduate	✓	✓
Safal	Male	18-24	Entrepreneur	✓	✓
Annabel	Female	18-24	Professional	✓	
Sophia	Female	25-34	Professional	✓	✓
Brandon	Male	25-34	Professional	✓	
Fiona	Female	25-34	Academic	✓	
Michael	Male	25-34	Charity	✓	
Sanjal	Male	25-34	Professional	✓	✓
Allister	Male	25-34	Musician	✓	✓
Celine	Female	25-34	Entrepreneur	✓	✓
Emile	Male	25-34	Academic	✓	✓
Eleanor	Female	25-34	Professional	✓	✓
Jackie	Female	25-34	Professional	✓	✓
John	Male	35-44	Professional	✓	✓
Samuel	Male	35-44	Professional	✓	✓
Anastasia	Female	35-44	Graduate	✓	
Victor	Male	35-44	Professional	✓	
Britney	Female	35-44	Professional	✓	✓
Dorothy	Female	45-54	Unemployed	✓	
Gary	Male	45-54	Professional	✓	
Rory	Male	45-54	Academic	✓	

Victoria	Female	45-54	Professional	✓	✓
Stella	Female	45-54	Professional	✓	

C.3. STUDY 1: DATA ANALYSIS

C.3.1. STUDY 1: INTRODUCTION TO DATA ANALYSIS

This section presents analysis of the collected data. The analysis adheres to the accepted conventions of good practice delineated through the stages of data reduction, data display, conclusion drawing and verification (Miles and Huberman, 1994). The data reduction phase has been conducted following the three-stage coding process derived from grounded theory methodology, which enables identification of the major categories that emerged from the data (Bryman and Bell, 2011). Specifically, the coding technique originated by Strauss and Corbin (1990) is deployed, i.e., open, axial and selective coding. In essence, coding involves “breaking down, examining, comparing, conceptualising and categorising data” (Corbin and Strauss, 2007, p. 61), which helps to find the patterns in data. The purpose of each of the three coding stages are explained and the outcomes discussed in the following sections, starting with open coding in Section C.3.2.

C.3.2. STUDY 1: OPEN CODING

Open coding represents the first stage of coding, the purpose being to explore the data and become familiar with them, and to cover the data with codes. Open coding involves performing a close examination of the data, comparing data fragments and assigning codes to the fragments (Strauss and Corbin, 1990). A code can be defined as “a summarising phrase for a piece of text which expresses the meaning of the fragment” (Boeije, 2010, p. 96). The pieces of the narratives which are meaningful are labelled, however, at this initial stage in the analysis, keeping an open mind as to their meaning

before moving to the higher level of conceptual abstraction during the later coding stages (Strauss and Corbin, 1990).

Instead of deductive coding, in which pre-determined codes are identified ahead of analysis and applied to the data when they are seen to occur, the coding has been conducted entirely inductively in accordance with GT principles, thus allowing codes to emerge from the data. To allow the analysis to evolve from the data the questions guiding this process were: What is it? What does it represent? Is it meaningful? The purpose, in essence, of this stage is to abstractly conceptualise the fluid notions emerging from data, rather than imposing deductive coding on it (Moretti *et al.*, 2011).

Following good practice in order to both ensure consistency with coding and be guided through the coding process, a codebook was used to avoid definitional drift (Boeije, 2010). The codebook has been maintained simultaneously in a separate file throughout the coding process (see an excerpt from the codebook in Table C4 below). It has captured a record of emerging codes with the appropriate code names and a short definition of each; the locator (where the code is located in the raw data) was automatically assigned in NVIVO.

Table C4 – Study 1: An excerpt from the codebook

Open Code	Code description
Long journey to find the loved brand	Respondent has undergone a long journey to identify a loved brand
Long term with a loved brand	Respondent stays for a long time with the loved brand
Longevity	The loved brand is durable
Longing for a LB	Respondent is longing (desiring) a loved brand
Looks expensive	Loved brand looks expensive
Love and hate	Respondent hasn't decided whether love to a brand is either love or hate
Love to things rather than brands	Respondent loves things rather than brands
Loyalty	Respondent is loyal to a brand
Multiple applications	Loved brand has multiple application
My organisation	Respondent perceived brand loved as his/her organisation/brand
Negative emotions	Respondent has negative emotions to the loved brand
Newness	Brand loved introduces something new
Nice staff	The staff of the loved brand are nice

The outcome of the open coding stage was 182 open codes developed from the data (Appendix 1.3.). When no new codes emerged, data reached its saturation. In

accordance with Boeije (2010), at this stage, the codes were checked and compared to one another to make sure there were no synonyms (different code names, but the same conceptual meaning). Moreover, some codes, which were only mentioned a couple of times, were deemed to be redundant and therefore eliminated from the analysis, such as '*perishability*', '*ease of return*', '*purchasing online*' and '*social media*' leaving 145 open codes for further analysis.

C.3.3. STUDY 1: AXIAL CODING

Axial coding represents the second stage of coding where the analysis moves to a higher level of abstraction. The purpose of the axial stage is to establish connections between open codes and identify how different open codes relate to one another in a meaningful way, to delineate categories and to determine the relevance of these categories (Boeije, 2010). The codes were checked if they are closely related to the concepts under investigation and research objective (Boeije, 2010). The choice of the axial code names differs from the open codes at this stage, as analysis moves to a higher level of abstraction. The names of the axial codes capture and express the meaning of the open codes that are grouped together under each axial code. For example, the open codes such as '*feeling beautiful*', '*being a gentleman*', '*self-confidence*', '*style*', '*being different*', '*taste*', '*hobbies*', '*professionalism*' and '*achieving goals*' were compounded into a higher-level axial code named '*self-expression*'. Later in the analysis at the selective coding stage it became evident that some axial codes, for example, '*aesthetics*' and '*various emotions*' (including negative), interconnect with each other, forming a selective code – '*emotional aspect*'. Selective coding is discussed in the next section, C3.4. The outcome of the axial coding stage is the formation of 17 axial codes that are shown in Table C5 alongside their allocated open codes.

Table C5 – Study 1: Axial codes

Open Codes	Axial codes and their meaning
'Crazy', 'being a fan', 'first option when shopping', 'loyalty', 'important aspect of life'	Brand becomes more important: brand gradually becomes part of consumers' lives
'Established presence', 'family', 'childhood memories', 'heritage', 'stability of the relationship', 'time'	Long term acquaintance: consumers developed long-term stable relationship with a brand over time
'Reliance on a brand in difficult times', 'through thick and thin', 'has a personality'	Being like a couple: relationship with a loved brand is similar to the loving relationship with a romantic partner
'Excitement', 'pleasure', 'dreaming about a brand', 'smell', 'help with anxiety', 'impulse', 'urge to buy', 'inspiration', 'taste', 'sensory experience', 'enjoyment', 'longing', 'you are in total control', 'play'	Positive emotions: consumers experience an array of positive emotions with a loved brand
'Sadness – separation distress', 'disappointment with LB', 'love and hate', 'sadness when miss', 'regret if not buying', 'regret for shopping in store', 'brand snobbism', 'brand scepticism'	Negative emotions: consumers experience adverse emotions with a loved brand
'Beauty', 'design', 'logo', 'colour', 'style'	Aesthetics: consumers appreciate visual aspect of the loved brand
'Gift giving a loved brand', 'tribe', 'shopping together', 'social media'	Personal relationships: brand love is integrated into consumers' personal relationships
'Social circle influence', 'status', 'brand stereotype', 'looks expensive', 'tricking other people', 'people looking at me', 'reviews', 'secretive relationship'	Others' people's influence: other people influence relationship with a loved brand
'Longevity', 'using the brand', 'multiple applications', 'reliability', 'features', 'does its job', 'guarantee', 'system'	Performance: a loved brand excellently performs
'Hassle free', 'simplicity', 'comfort', 'lack of time to shop', 'connectedness', 'ease', 'rewards', 'product shape', 'multiple applications', 'Prime', 'coming to you', 'availability', 'ease of return', 'ease of usage'	Convenience: a loved brand provides extra convenience
'Newness', 'innovation', 'sacrifice of buying unknown', 'change', 'options', 'novelty with services'	Novelty: a loved brand provides novelty to consumers
'Work brand', 'rational economic man', 'achieving goals', 'brand meaning', 'lifestyle', 'professionalism', 'self-confidence', 'smart people', 'feeling like a gentleman'	Self-expression: self-expression through the loved brand
'My company', 'it's so me', 'it's like me', 'personality of the brand matches mine', 'important aspect of life', 'being part of it'	Self-brand integration: integration with a loved brand

'Affordability', 'price premium', 'best value for money', 'wise with money', 'wealth', 'unwillingness to pay price premium', 'investment', 'justification of a price', 'anticipation of sale for the loved brand', 'availability', 'instalments', 'fair price', 'reasonable price', 'justified price', 'trying because of sale', 'spot on pricing', 'preciousness', 'rational purchase', 'price premium', 'price-quality'	Monetary costs: costs associated with a purchase of a loved brand
'Space sacrifice', 'opportunity sacrifice', 'security sacrifice', 'overconsumption', 'persuasion to buy more'	Non-monetary costs: other costs associated with a purchase of a loved brand
'Only one', 'top brand', 'top quality', 'one brand person'	Unicity: the loved brand is the only one to consumers
'Uniqueness', being different', 'exclusivity', 'special occasion', 'speciality', 'rarity', 'small things', 'being different', 'unbranded', 'understatement', 'long journey to find the loved brand', 'hypocrisy of other brands', 'buying a brand name', 'authenticity', 'goodness'	Being special: a loved brand is special to consumers as it stands out from other brands

C.3.4. STUDY 1: SELECTIVE CODING

Selective coding is the final stage of coding, moving analysis into a further level of abstraction. Selective codes explain the logic of how the findings emerge in relation to the research objectives (Boeije, 2010). In other words, this is where all the data is logically organised to provide insights. This stage is dedicated to the search for connections between axial codes and grouping them into broader selective codes or categories (Strauss and Corbin, 1990). To illustrate an iterative process of selective codes, categories were developed by comparing the findings with one another and sourcing meaning from the data. Figure C2 below represents an example of the initial attempt to move to a higher level of abstraction in the case of the selective code 'The Nature of the Relationship with a Loved Brand', when the process underwent a few iterations before a higher level of abstraction was achieved in line with good practice (Boeije, 2010). In this sense, coding represented a constant state of revisions (Bryman and Bell, 2011).

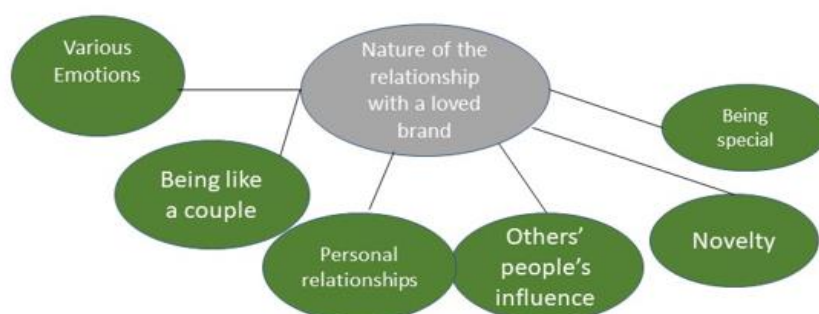


Figure C2 – Study 1: First attempt to move to a higher level of abstraction

Multiple alterations were made when the most abstract categories began to emerge. Even at a higher level of abstraction, some codes identified homogeneity in nature (for example, affective and cognitive). The process of how the analysis moved from the axial coding stage to a higher level of abstraction is represented in Figure C3, which illustrates the hierarchical order of these relationships, while Table C6 explains the meaning of the selective codes.

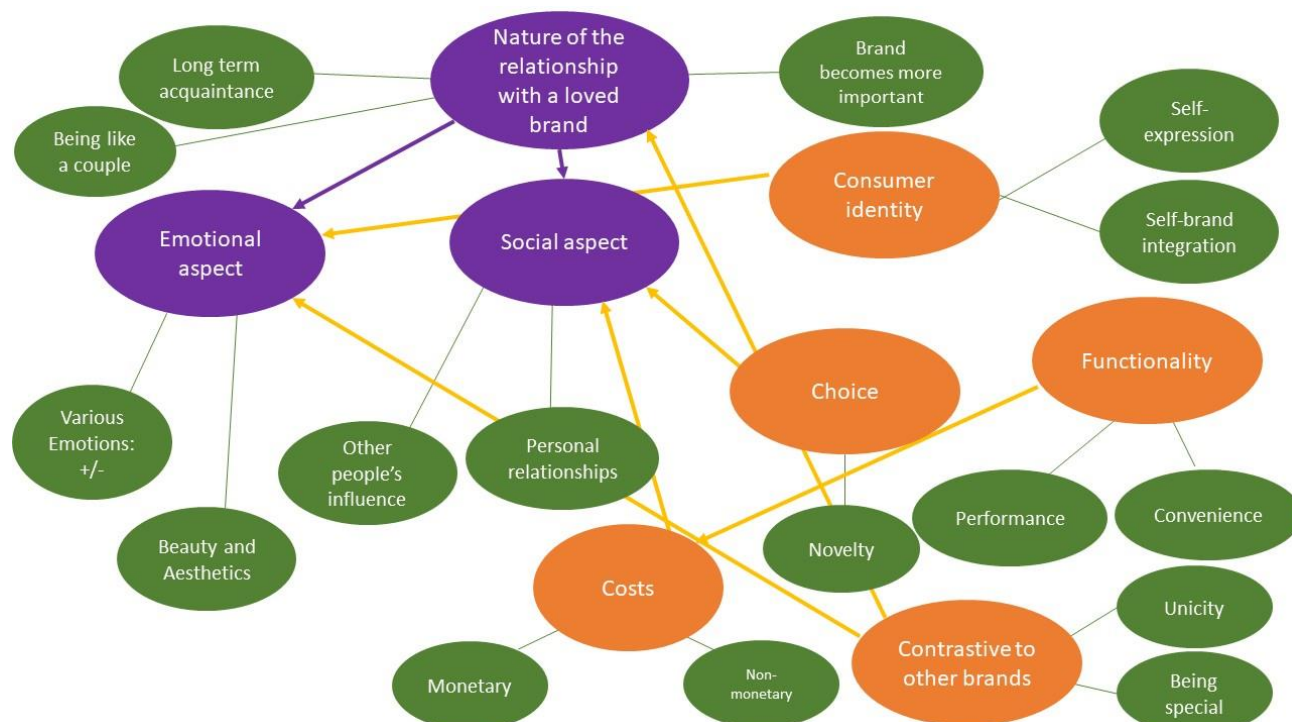


Figure C3 – Study 1: A hierarchal depiction of selective codes

Key to colour of cells:

Purple=Higher order selective codes – affective. Orange=Higher order selective codes – Cognitive. Green=Axial codes.

Arrows denote relationships between selective codes

Table C6 – Study 1: The meaning of the selective codes

Selective codes names	Meaning
Affective	Feelings driven categories
Cognitive	Cognitive driven categories
Emotional aspect	The codes which are responsible for the emotional element associated with brand love
Nature of the relationship with a loved brand	The nature of the relationship with the loved brand and its characteristics
Social aspect	The role of other people when brand is loved
Choice	The role of choice and novelty when the brand is loved
Costs	The costs associated purchasing a loved brand
Functionality	Functionality which is associated with the loved brand
Consumer identity	Consumers, their identity and their loved brands
Contrastive to other brands	Loved brands are different to other brands

Table C7 summarises the brands which are loved across the categories and the number of occurrences in the interviews. At times, consumers revealed a special brand across all the categories, and at other times, that they have a loved brand in each category. Reference to these brands will be made throughout the analysis.

Table C7 – Study 1: Summative representation of the loved brand occurrences

Category	Loved brand and specific products if mentioned	Number of occurrences
Fashion	GAP	1
	Under Armour	1
	Hackett t-shirts	1
	Clarks shoes (1)	1
	Fat Face (1)	1
	Karren Millen dresses	1
	Nike trainers	1
	Armani	1
	Moss Bros	1
	Hugo Boss	1
	Aquascutum	1
Cosmetics	Estee Lauder	1
	Dior	1
Technology	Apple	5
	Samsung	3
	Sonos	1
	Nokia	1
Shopping retail	TK Maxx	1
	M&S	1
	Boohoo	1
	Amazon	3

Food retail	Whole Foods	1
	Sainsbury's	1
Food	Nespresso	2
Jewellery	Gems TV	1
	Swarovski	1
Banking	Capital One	1
	Lloyds	1
Transport	Halfords	1
	Mercedes	1
Music	Fender	1
	Warwick	1
	Sennheiser	1
Entertainment	Arsenal	1
	Netflix	1

C.3.5. STUDY 1: DATA VERIFICATION

Instead of validity and reliability criteria which assess quality in quantitative research, it has been proposed that it is more appropriate to assess trustworthiness to verify qualitative research (Lincoln and Guba, 1985; Guba and Lincoln, 1994). In particular, there are a number of criteria in the part of trustworthiness (Lincoln and Guba, 1985), notably credibility, transferability, dependability and confirmability, each of which are discussed in the following sections.

C.3.5.1. Study 1: Credibility

Credibility (in other words, truth value) seeks to provide confidence that the research is carried out according to good practice and to ensure methodological coherence with the objective of the research (Morse *et al.*, 2002). With the Study 1 objective in mind – i.e., ‘to gain insights into the conceptual location of brand love and customer perceived value in consumers’ minds?’ (Section A.4.) – a quantitative methodology would not provide the opportunity to probe the nuances of consumers’ lived experiences with brands in sufficient depth, thus, a qualitative methodology using a GT approach is deemed to offer a superior alternative to achieve the study’s aim.

C.3.5.2. Study 1: Transferability

Transferability parallels external validity in quantitative studies (Bryman and Bell, 2011), and is concerned with the transfer of meaning to other contexts. Purposive

sampling accounting for diversity aims to cover a balanced account of what is happening, however, ultimately, it is not solely aiming for transferability to other contexts. The aim of the study is to methodologically capture “thick descriptions” (Geertz, 1973) of the lived experiences with brands. The sample comprised of respondents of different ages, genders and occupations residing in the U.K., aiming to capture the diversity of the U.K. market (Section C.2.4.). Moreover, data are collected and simultaneously analysed to recognise the patterns which are emerging, and whether expansion of the sample was required to explain the developing phenomenon.

C.3.5.3. Study 1: Dependability

Dependability is about the extent to which the research could be replicated by another researcher. It is concerned with the auditability of the research and the records of the phases of the research, including sample, notes, transcripts and analysis decisions (Bryman and Bell, 2011).

There is also an account of all the respondents invited to the interviews and the follow-ups. In addition to keeping a research diary with decisions relating to sampling and analysis, the transcripts were exported to NVIVO (pro version 12) which increases the capacity of data that can be handled, especially dealing with large data sets (Richards and Richards, 2000). This present study data set contained 38 interview transcripts. Moreover, computer-assisted qualitative data analysis software (CAQDAS) such as NVIVO can increase data transparency (Bringer *et al.*, 2004, 2006; O’Kane *et al.*, 2021). The software holds transcripts and reflects the stages in data analysis: open, axial and selective coding stages, which are easily retrieved in case there is a need for audit or to repeat the study.

One of the limitations of the CAQDAS application in the GT approach is that the constant comparison has usually been omitted using the software (Weitzman, 2000). To overcome this limitation, the researcher maintained a codebook separately from NVIVO. Maintaining a codebook (Appendix 1) ensures that the codes are well captured, keeps a systematic track of codes, comparing new codes with existing ones to avoid duplications and synonyms.

C.3.5.4. Study1: Confirmability

Confirmability stands for collecting data in accordance with the ethical standards. The researcher acted in good faith and in accordance with the Ethics Guide (Kingston University). The author aimed to establish a good rapport with the respondents and avoided being judgemental by showing real interest in their experiences through body language and facial expressions (Braun and Clarke, 2013). The interviews were recorded after obtaining consent, and the signed forms were kept track of and stored. The researcher has prior training and experience in conducting qualitative research in business studies.

C.4. STUDY 1: FINDINGS

C.4.1. STUDY 1: INTRODUCTION AND DISCUSSION OF THE NATURE OF THE RELATIONSHIP WITH A LOVED BRAND

Following discussion of the data analysis in the previous section, the findings are now presented, and the key categories are identified, with the discussion embedded in extant literature. The chapter starts by discussing the 'Nature of the relationship with a loved brand' and subsequently moves through the associated categories that revolve around it, which are depicted in Figure C3. The 'Nature of the relationship with a loved brand' category provides insight into how consumers develop relationships with a loved brand. The axial codes contributing to the development of this category are 'Long term acquaintance', 'Brand becomes more important', and 'Being like a couple', each of which are discussed in the following sub-sections.

Throughout this chapter, the findings are illustrated and enlivened by the inclusion of quotations from the respondents' own words, thus adhering to good practice for reporting qualitative research outcomes (e.g., Boeije, 2010). To assist understanding of the flow of discussion, the reader is asked to keep in mind that the objective of Study 1 is to investigate the conceptual location of brand love and customer perceived value in the minds of consumers.

C.4.1.1. Study 1: Long-term acquaintance

The long-term nature of the relationship with a loved brand prevails in the narratives of the respondents and is a key aspect of the core theme (i.e., Nature of the relationship with a loved brand). Relationships are built gradually, over time. In this way, brand love results in becoming ‘*a one brand person*’ (in the words of the respondents). This relationship eventually saves time looking for alternatives, as they have been built on reputation and trust, for example, Gary developed a loving long-term relationship with a brand he has known for seven years and Safal has used the brand since 2011:

“A small hotel I have stayed at in New York for the last seven years. They have everything I need and I stay in the same room every time. The staff know my name and I know them by name as well. Generally, I think something becomes special after multiple transactions.” [Gary, male, 45-54]

“I have been with Apple system since 2011 and never ever looked at other systems. I have tried Android phones before and I have switched back to an iPhone in like a week because I couldn’t adjust.” [Safal, male, 18-24]

When speaking about their loved brands, respondents characterised their relationships in a similar way to how a loving relationship develops:

“So, I think I’m starting a kind of relationship with the products I like the most and am using most... And it’s like being a couple: you know each other.” [Allister, male, 25-34]

Building familiarity with a brand and meeting a customer’s expectations positively affect the nature of these relationships and contribute to the development of brand trust:

“You know, just because I have used this product before. I have experience with it and now I have less hesitation when it comes to buying anything in that specific brand.” [Allister, male, 25-34]

“It met my expectations and, to be honest, it hasn’t disappointed me. Like some iPhones, when I look at other people’s phones, their phones are cracked at the screen and everything. But Samsung has remained true to their promise and they haven’t let me down.” [Jaywant, male, 18-24]

In some cases, brand love is something that stems from childhood experiences. These early childhood memories are usually associated with family interactions with a brand.

“I used it since I was a kid [M&S].” [Eleanor, female, 25-34]

“I started using Armani products when I was a kid, and then over time, it started to be a kind of point of reference.” [Rory, male, 45-54]

This finding harmonises with extant literature, which posits that long-term relationships sometimes start at an early age. For example, Langner *et al.* (2016, p. 21) found that ‘more than half the respondents (55%) recalled childhood memories (e.g., the brand was important in or reminded them of their childhood or youth)’. However, these authors did not suggest that childhood memories were the only reason, as a few respondents went on to reference separation distress through separation from these precious childhood memories. The practical nature of these findings might be problematic as they are beyond marketers’ control (Langner *et al.*, 2016). Moreover, when reporting on emerging themes such as ‘childhood memories’, Langner *et al.* (2016) do not link this theme to the trajectory of falling in love with a brand: it could have been useful to see whether childhood experience is responsible for ‘slow development’ or the ‘love all the way’ pathway, meaning that childhood memories contribute to the brand love at some point in life or brand love originated in childhood.

The long-term nature of the relationship aligns with the previous findings identified in marketing literature, in particular, Fournier (1998) theorised that loving relationships in marketing develop in a similar fashion over time to interpersonal relationships. The strength of the relationship is determined over time by the duration and stability of their quality (Fournier, 1998). Specifically, Carroll and Ahuvia (2006, p. 83) allude that ‘the vast majority (93%) of respondents reported on a brand with which they had a long-term relationship, and 66% of the respondents indicated that their experience with the identified brand was more than five years’. Moreover, long-term relationships are integrated into the brand love measurement model (Batra *et al.*, 2012; Bagozzi *et al.*, 2017). This finding aligns with Grace *et al.* (2018), where the authors conceptualise brand love in line with long-term commitment, and as a result of that devotion which is also typical in loving relationships. Moreover, Albert *et al.* (2013) suggest that long-

term relationships are an antecedent to brand commitment which also acts as a dimension of brand love (e.g., Lastovicka and Sirianni, 2011).

C.4.1.2. Study 1: Brand becomes more important – something sacred

In a similar way to precious childhood memories, the ‘brand becomes more important’ axial code (see Figure C3) expressed a certain level of disappointment for respondents when realising that something so deeply loved is called a ‘brand’, for example, a consumer who perceives a brand to be a part of their lives and as something that fulfils their needs. Recurring implicit perceptions of a brand that is loved are marked as something special, intimate and something that can be relied on. Interviewees’ narratives frame the perception of a brand as something intimate and close to their hearts. They even affectionately refer to the brand as “*top*”, “*the only one*”, “*the most important thing*” and even confess their love for the brand:

“I love Amazon! I ‘live’ in Amazon.” [Jackie, female, 25-34]

In a way, the meaning of a brand goes beyond marketing. The term “brand” in itself involves marketisation of something sacred which is not easily accepted by some of the respondents. This finding is exemplified by a respondent who spoke with a degree of sadness and nostalgia and who, in his own words, goes through “*thick and thin*”, only realising that the football team he supports is a brand after some hesitation and sadness:

“Well, they definitely are a brand. I think – I think if you go back 20 years football clubs weren’t brands necessarily. And that is primarily because of the rising salaries of the players. So, whereas before, gate receipts from a stadium from the games alone would have covered the cost of their salaries. I don’t think you can do that anymore so you need sponsorship deals, you need replica shirt sales, all kinds of things. And you can probably buy Arsenal clocks, Arsenal slippers and it’s ridiculous, you know.” [Samuel, male, 35-44]

C.4.1.3. Study 1: Being like a couple

Some relationships with a loved brand are similar to a romantic relationship. In a sense, Amazon fulfils needs which traditionally have been addressed in interpersonal relationships. For example, when Britney feels anxious, she does not communicate with her husband, she reaches out to the brand she loves:

“If I lay in my bed at night and just feel sad or terrified about something that is happening tomorrow, I need something that will pick me up quickly and I will buy something on Amazon and it will make me feel a little bit more in control.”
[Britney, female, 35-44]

In cases where brands go out of business, the sadness of the loss manifests itself in a lack of interest in finding a possible replacement:

“It used to be called Gems TV. We came across it by chance and I have got what I am wearing today from them. And I actually enjoyed that website both online and watching it on telly in particular. Amazing variety of jewellery at incredibly low prices. And I really have probably around 30 jewels from them. Very good value. Tends to be made in silver, so the cost is right, but you get very good quality and big stones. But it's [Gems TV] gone now so I don't really look into it now at all.” [Stella, female, 45-54]

At times, long-term loving relationships are also characterised by negative emotions such as separation distress (e.g., Batra *et al.*, 2012). Similar to interpersonal love and attachment (Bowlby, 1958), brand love is distinguished from other constructs by inclusion of anticipated separation distress (Batra *et al.*, 2012).

Consumers develop loving relationships with brand love in different ways. Unfortunately, literature is still limited in relation to how brand love originated in the minds of consumers (Huber *et al.*, 2015; Langner *et al.*, 2016). Current research does not identify clear pathways of brand love development – those are claimed by some authors (e.g., Hubert *et al.*, 2015), when once passionate love fades away and becomes compassionate (similar to friendship). Yet, this present study did not aim to establish the pattern of brand love relationship trajectories, but observed that long-term

relationships with brands emerged and brands became special, the “one and only”. Huber *et al.* (2015) tested for relationship duration as a moderator and found that love for brands becomes more passionate over time. However, Huber *et al.*'s research is quantitative and not longitudinal, therefore it cannot capture the nuances of consumer-brand relationships and the transition from the relationships over time, unlike Langner *et al.* (2016). As exhibited by Langner *et al.* (2014), research on trajectories of brand love do not have practical value for marketers as they are idiosyncratic and outside their control. Yet, Langner *et al.* (2014), identified new avenues of relationship development, including brand love, becoming something sacred, and a source of trust in difficult times. To the present author's best knowledge, these themes were not identified in the literature search. They also show proximity to interpersonal love in nature.

C.4.2. STUDY 1: EMOTIONAL ASPECT

C.4.2.1. Study 1: Various emotions for the loved brand

The development of a relationship with a loved brand is associated with multiple positive and, sometimes, even negative emotions, such as disappointment if missed, which are associated with a brand at various stages of consumption. Multiple feelings a consumer can have towards a brand include excitement, the pleasure of owning and interaction with a brand, which are associated with an overall emotional response attributed to the development of the category of “*emotional aspect*” based on emotions and aesthetics.

To begin with, the pre-consumption stage is associated with a certain amount of anticipation and planning of buying the loved brand and the associated emotions. For example, the following quote highlights the excitement Safal feels when a product is released, and he anticipates the pleasure of owning it:

“For this iPhone, when they were launching it, I read the news that the stock was going to be very limited. I set five alarms and woke up at 8 o'clock to pre-order it. I had everything set up the night before. So, all I had to do was wake

up and use my fingerprint to pay, and I mean Apple is also a brand that you know, if I know I am going to buy Apple soon, it gives the excitement to me.”
[Safal, male, 18-24]

This respondent confessed that the thrill the new Apple product gave him was not comparable to buying other brands or brand categories such as clothing. Anticipation is the stage when a consumer thinks intensely about a loved brand and involves a variety of positive emotions that emerge in anticipation of the feelings that buying from that brand will elicit.

Another dimension that contributes to the development of the brand's emotional aspect is constant interactions with the brand. For example, one respondent enjoys going to the Apple store to elicit positive emotions:

“Yeah, I mean it does really make me feel happy. Whenever I'm around an Apple store, I will visit it even if I don't want to buy anything I'll just go around, go inside for 10 minutes, go look at all the products, still go and do something. And then I come back out, it's just very appealing and very satisfying.” [Safal, male, 18-24]

Interactions with members of staff in a physical store is an element that contributes to an instantaneous and positive experience of the brand. There are certain expectations of a brand, therefore, that a consumer anticipates, and these experiences are deemed to be pleasurable and fulfilling:

“Very helpful staff. Obviously, it is an expensive brand, when you have entered the shop, they give you plenty of attention.” [Victor, male, 35-44]

Overall, the findings suggest that the emotions evoked by a consumer's interactions with a loved brand are a major part of why the brand becomes special to them. The literature review identifies the importance and hedonic nature of products forming the relationships with the loved brands (for example, Carroll and Ahuvia, 2006; Huber *et al.*, 2015; Kang *et al.*, 2018). However, a limited number of publications have specifically researched the emotionality derived from consumption of a loved brand in a nuanced way, even though emotions are important within an experiential approach to

consumption, which primarily focuses on hedonic and aesthetic nature (Holbrook and Hirschman, 1982). The findings from this study are consistent with previous research (for example, Huber *et al.*, 2015) which found that ‘hedonic brands do not attenuate over time and remain stable’.

C.4.2.2. Study1: Beauty and aesthetics

It is explicit in respondents' accounts that brand love is shaped by beauty:

Respondent: *“It depends on what is important to me. I will show you my earrings. I’ve been thinking about them for two months now. So nice!”*

Interviewer: *“Why did you think about them for so long?”*

Respondent: *“Because they are beautiful.”* [Anastasia, female, 35-44]

From these respondents' perspectives, a loved brand contributes to a feeling of being beautiful:

“I feel beautiful because these earrings [Swarovski] make me look beautiful.”
[Anastasia, female, 35-44]

“And then another true band is Karen Millen, I think that’s a beautiful secure brand, it makes me feel beautiful.” [Britney, female, 35-44]

The findings highlighted a series of varied and multi-faceted perceptions of how respondents understand brands using their logos and their beauty. To some, logos are still deemed to be important for consumers and contribute to brand love:

“I think the logo makes a difference for me. For example, with BMW, you know the story behind the logo, it is the air propeller from the plane, but not a lot of people know that. Audi has four rings, and every ring has its own meaning, but I think it is just too much for a common man to know four different meanings, why would I remember that? Mercedes has a very famous logo but I am not sure what it means exactly, but I am pretty sure it means peace or something. So, I think the logo makes a difference for me as well. My car is a Mercedes.”
[Safal, male, 18-24]

“Fender, they’ve got the logo, is like kind of a ‘join the ride’ and then it just looks good, yes, it looks good.” [John, male, 35-44]

However, as mentioned above, brand love is even amplified when compared to other logos and negative emotions derived from them, as some respondents thought it represents status-seeking:

“I don’t need to prove that I have a Louis Vuitton bag to tell everyone that I am a lover of that brand. That is my style that is my level of shopping.”

[Michael, male, 25-34]

Daphnis has a negative attitude to the Gucci logo, however, when it comes to the discussion of the brand Hackett London, it is different:

“For example, when you have a Gucci logo across a jacket it meant that this relates to the branding of Gucci, not yourselves. I think it’s a wannabe. It means showing off too much. He has lots of money in his pocket.” [Daphnis, male, 18-24]

And it is different in relation to the loved Hackett:

“They might see that I wear Hackett. But I know I’m buying it cheap.”
[Daphnis, male, 18-24]

Ahuvia (1993) identifies beauty in relation to love for objects, yet without further extension into brand love conceptualisation and measurement. A further investigation of beauty and aesthetics in relation to brand love is limited – only Albert *et al.* (2008) identified beauty as one of the determinants of brand love in their initial exploratory work. It has not been investigated in their further quantitative conceptualisation and measuring of brand love (Albert *et al.*, 2009). Both the present study and social psychology literature identified beauty as one of the core elements constituting love (e.g., Walster *et al.*, 1966). Moreover, beauty and aesthetics are part of value domain discussion: specifically, within axiology – Hilliard (1950) and later marketing – Holbrook (1996). Surprisingly, to the author’s best knowledge, beauty is not included in any prior conceptualisations of brand love; perhaps that is within the affective

components of the brand love construct, however, none of the studies have specifically discussed this dimension.

C.4.3. STUDY 1: SOCIAL ASPECTS

C.4.3.1. Study 1: Social influence

Different social relationships have a profound impact on why a brand becomes loved. Being able to belong to a certain group becomes important to consumers, as exemplified by Jaywant who found that he is willing to evolve his level of consumption to stay connected to his social circle.

Respondent: *“Because technology is adapting, phones are getting better and you want to stay up to date with everyone”.*

Interviewer: *“So, you mean staying up to date with everyone?”*

Respondent: *“Yeah. So, for example, if I had a flip phone, then that would be really kind of awkward.”* [Jaywant, male, 18-24]

Upon further probing, it became clear that this respondent was afraid of the level of social judgement that having an old phone might incur:

“So, maintaining relationships with other people means that there’s a kind of pressure to stay up to date. Like, phones can become like a social status kind of thing. Like, if someone has a flip phone, they could be seen as less well-off and may be perceived as old fashioned. So, obviously, the phones that your friends have, you also want to have – in order to fit in that circle, you should have some similar phone.” [Jaywant, male, 18-24]

The desire to integrate and become part of a community is often aided by the purchasing of a brand which is loved by the community:

“Everyone is like, you know when I opened it up and showed people and they were all like, ‘That’s really nice’. And my bandmates know, obviously, they’ve heard of the Fender brand and things. And when I said, oh yeah, you know I’ve

decided I've to get one. They were looking forward to seeing it. So, yeah."

[John, male, 35-44]

At this point, some respondents became rather sensitive and personal when tapping into the true reasons for loving a brand and were ashamed of the social influence on them. Jaywant was even taken aback and tried to reclaim what had been said:

"I mean, I didn't buy a phone for the purpose of fitting in with a particular group, I bought it for myself to meet my needs." [Jaywant, male, 18-24]

In marketing literature other people shaping personal consumption is widely researched (e.g., Bagozzi, 2000; Bearden *et al.*, 1989; Ruane and Wallace, 2015). The findings reveal that the topic of brand love is highly personal, and some respondents became sensitive when sharing their very private experiences, especially when it came to their relationships with other people. The link between the social and emotional aspect of the relationships with brands, or so-called 'socioemotional rewards' has been initially discussed in the seminal work of Fournier (1998, p. 347). Social relationships are the core theme in Ahuvia's body of work as well as connecting object love to social image (1993; 2005; 2015). Miller *et al.* (1998, p. 46) stated that 'relationships to brands certainly matter, but they are important because of the way they express and mediate the relationship to other people'.

Specifically to brand love, the findings of the present study only partially align with extant literature insofar that the social self is important, yet secondary when compared to the inner self (Huber *et al.*, 2015). These authors also claim that the benefit for the social self might be more meaningful at the beginning of passionate relationships, which contradicts the findings in the present study, as the social aspect, in some form, represented a strong theme that emerged throughout the data.

C.4.3.2. Study1: Personal relationships

Besides social influence, brand love is intertwined with personal relationships and sometimes acts as a manifestation of their love to them. Receiving loved brands as gifts can have an effect on the relationship between a consumer and a brand itself, and spill

over to interpersonal relationships. The value of the loved brand received as a gift is amplified. For example, Britney is happy when she receives a special gift – her loved brand – and she does not mind having to sacrifice the quantity and frequency of the gifts from her partner:

“So, I will sacrifice the quantity and frequency of gifts.” [Britney, female, 35-44]

The process of selecting a gift matters a lot to the respondent and affects the quality of the relationship. In some instances, it created a negative emotional spill-over effect on their romantic relationships when Anastasia's partner waited too long and missed the opportunity to buy earrings from the loved brand as a gift for Christmas:

“He was waiting for the sale, but then they disappeared [Swarovski earrings]. I was shocked. And then I told to my boyfriend to get it for me on the 14th of February, St. Valentine's day. Because I was going to buy them anyway and he said okay, so he will buy them for me instead. Then he found out that they disappeared from the Swarovski shop. I told him that I was a bit upset. I told him it's because you waited for too long.” [Anastasia, female, 35-44]

Gift-giving not only applied for romantic partners, but also for family members – one of the respondents mentioned giving a gift of his loved brand to his father:

“I wanted to get my dad into it as well. I knew he couldn't afford it. Well, yeah, he probably could – he probably could afford it, but he wouldn't spend that much on that product. So, Christmas came along and I was like, I'll probably buy him the Sonos.” [Samuel, male, 35-44]

Therefore, in the case of gift-giving, the price is justifiable:

“And then I bought the Sonos. But when I bought it, even though I knew he'd love it and he wouldn't necessarily buy it himself, I do think it was a bit expensive for me to buy for him. So, I think that when the product is good for me, the price almost doesn't matter. But at the same time, if they charge £5,000 for it instead £200 or £250, I wouldn't buy it. But they've got their pricing spot on.” [Samuel, male, 35-44]

This connection between brand love and personal relationships has also been found in work by Langner *et al.* (2016), where it was found that positive word of mouth in close personal relationships facilitated the development of brand love. However, the findings are rather limited and do not report romantic relationships and how loved brands are reflected in these experiences, for example, through knowing partners' choices through gift-giving. However, authors do touch upon gift-giving in general, yet, without linking it to romantic relationships. Belk and Coon (1993) have referred to gift-giving as agape (unselfish) love, though yet again, this was not extended further in brand love research. Mende *et al.* (2019) explore romantic consumption journeys where they refer to brand love. Nonetheless, the authors do not find the link between brand love and romantic consumption, unlike the present study. As gift-giving is a two-way interaction and couples were not interviewed, it is hard to conclude whether love is agape or selfish when it comes to gifting loved brands.

C.4.4. STUDY 1: FUNCTIONALITY

Even though the emotional aspect is an important element of what constitutes brand love, at times, functionality, convenience and simplicity also play a role in understanding this relationship. Therefore, functionality, even though appearing to be secondary, still facilitates the understanding of why consumers love a brand. One of the respondents claimed that functionality is great in terms of having everything in one place, such as is the case in owning a smartwatch:

“In terms of watches, it’s the same thing again. I mean, people wear normal watches and I wear a smartwatch. But I used to wear normal watches. I own a couple of good watches such as a Hublot. What else, LV. Since I have got this watch. I haven’t even touched them. I don’t even bring them here with me. They are still resting back in India. I think it’s just because I love functionality more than style, so this one does the work for me. It shows me everything! My notifications, messages, time, weather, whatever, whenever I need. So, I think

I will always prefer functionality and comfort over style and look. I think that is it.” [Safal, male, 18-24]

The same iPhone shopper – Safal – is also influenced by design, which is part of an element of aesthetics and, subsequently, an emotional aspect, therefore, even though the functionality is present, other dimensions also play a role, especially in complex products.

“Of course, the design is the number one thing that forces me to upgrade my iPhone every year.” [Safal, male, 18-24]

Besides functionality, social pressures affect his purchasing decision of the iPhone:

“The whole market [other shoppers] also create that hype. So, I also feel that hype too.” [Safal, male, 18-24]

It becomes vivid that on the surface Safal is driven by the functionality of the iPhone, however, functionality is not on its own, it is connected to emotional, social and novelty aspects as well. This linkage is well captured by another respondent speaking about Sonos:

“You know Venn diagram when they’ve got like three surfaces interacting, for me Sonos is in the middle there so it has achieved everything, whereas some other products are just in two of the circles or one circle.” [Samuel, male, 35-44]

Simplicity has been acknowledged throughout the interviews but does not necessarily mean lack of a complex system or, for example, the ease of making something. Simplicity in relation to phones meant the ease of use and, in clothing, without logos:

“Basic, I love basic stuff <...> Because that’s too much for me. I can’t wear all of that stuff because yesterday I saw on the Instagram some model or some men who were wearing Gucci with all over written “Gucci, Gucci, Gucci”. What would I do wearing that? I need a simple, basic, blue T-shirt. I will wear that daily. If I can wear it daily, I will wear it daily.” [Daphnis, male, 18-24]

“Moleskine because it is simple, neat and clean.” [Victoria, female, 45-54]

“It’s the simplicity of the design that’s really helpful.” [Safal, male, 18-24]

Extant literature shows that the functionality aspect, though treated as secondary, still matters, yet, sharp contrasts can also be found, for example, influential brand love researchers such as Albert *et al.* (2008; 2009) and Batra *et al.* (2012) do not identify functionality components in their conceptualisations of brand love. Only Huber and colleagues (2015) highlight the importance of utilitarian value in passionate brand love, defining brand love as a 'post-consumption evaluative judgment' which leads to an emotional response. Such an outlook is cognitive in nature as it includes cognitive processing. However, Huber *et al.* (2015) did not find support for their hypothesised direct effect of utilitarian value on brand love. Instead, utilitarian value has been identified as rather being responsible for stabilising relationships with brands and passionate brand love (i.e., affective) over time (Huber *et al.*, 2015). Similarly to utilitarian value, the relationship between brand love and quality is inconclusive: Bagozzi *et al.* (2017) found that quality along with brand love predicts positive word of mouth, loyalty and resistance to negative information, however, Bairrada *et al.* (2018) reported the relationship to be not significant.

To conclude, this present study clarifies that even though functionality of a brand is important for consumers it appears to be secondary.

C.4.5. STUDY 1: CHOICE, NOVELTY AND INNOVATION

Another element that a number of respondents referred to is the perception of choice when it comes to the loved brand. Some respondents fall in love with a brand because of the choice it offers, for example, Amazon provides the ultimate experience of satisfying any need a consumer might have, manifested in an abundance of choice and a variety of prices:

"Amazon has absolutely everything on there <...> You are just absolutely spoiled for choice, unlike on other websites, where you go online and it's either sold out or there is only one product. You can't compare it to other websites."

[Britney, female, 35-44]

“They [Nike] have an incredibly wide range of shoes for both gentle support and for heavy support.” [Bradley, male, 25-34]

The findings reveal that, even though there is a desire to try new products and brands, long-term relationships with loved brands are immune to this short-term interest. This is how Victoria explained that the hunger for newness does not lead to a long-term relationship with a new buy:

*“Because it’s a novelty and because I see the ads and it looks nice and I think, ‘Let me see’. But if you look at what I buy on a daily basis, usually I tend to buy what I **love**. And even with clothes, or I don’t know, with nail varnish, I know exactly what I want and I tend to stick to what I like. But this doesn’t mean that I don’t like trying things. But it’s a one-off. If there’s a new orange Kit Kat I will try it, but that’s it...I’m always happy to try things, always. But just because I try something new it doesn’t mean I’ll stick to it or repeat the purchase.” [Victoria, female, 45-54]*

Newness as a form of innovation is perceived as a valuable attribute in generating and maintaining interest for a loved brand. It is particularly evident in relation to technology [for example, *Jaywant, male, 18-24; Eleanor, female, 25-34; Samuel, male, 35-44*].

“I am attracted to purchasing Sonos would attract me because of its novelty as a company.” [Samuel, male, 35-44]

However, at times, participants had conflicting views when it came to justifying why certain brands were loved. At times, it was not only innovation and novelty that was evident on the surface but also a desire to fit into a particular social group:

“Because technology is adapting, phones are getting better and you want to stay up to date with everyone. Like for example, if I had a flip phone, then that would be really kind of awkward.” [Jaywant, male, 18-24]

“So, as soon as someone comes in, they see you have a Sonos.” [Samuel, male, 35-44]

In a similar way to Samuel, Jaywant is also concerned with social status. Upon further probing, it became clear that this respondent was afraid of the level of social judgement that having an old phone might incur:

“So, the relationship with other people means there’s a kind of pressure to stay up to date. Phones can become like a social status kind of thing. Like, if someone has a flip phone, that could be seen as less well-off and perceived as old fashioned.” [Jaywant, male, 18-24].

Thus, the willingness to pay a premium is associated with the purchase of a better version of the product. However, this is not a straightforward relationship, as what can on the surface be deemed a willingness to pay a premium because of innovativeness, can instead be driven by social pressures.

Surprisingly, only one study (Bairrada *et al.*, 2018) investigated the impact of innovation, discovering that the relationship between brand innovation and brand love is not significant. Nonetheless, the present study identified this theme as part of the brand love exploration, capturing this dynamic in a more nuanced way that goes beyond just innovation as newness and novelty seeking.

C.4.6. STUDY 1: CONSUMER IDENTITY (SELF-EXPRESSION AND SELF-BRAND INTEGRATION)

Brand love is developed through an individual’s self-identity and how they express themselves. It is connected to professionalism, hobbies and aspiring to be the best version of themselves. The findings show that self-perception of consumers affects their perception of their loved brands:

“Well, I suppose I mean, if I’m wearing something that I like, I look confident and think, you know this is nice and this is comfortable, so then it makes me feel confident and happy.” [John, male, 35-44]

When talking about brands, some consumers referred to them as “*my brand*” or through statements such as “*this brand is so me*”. After probing further, a respondent refers to

an organisation as “*my one*”, saying: “*I love their product and their service*” [Anastasia, female, 35-44].

Inspirational role models play an important role in the creation of brand love. In this case, consumers look for an alignment between how they see themselves or what they aspire to be and the brands they love. For example, this may be the aspiration to be like a prime minister:

Respondent: “*I really like that Aquascutum brand I told you about. They make tailored suits. The one that the Prime Minister wears.*”

Interviewer: “*Is it because of Prime Minister?*”

Respondent: “*Maybe yeah, I was really surprised.*”

Interviewer: “*So, I assume you are admiring Theresa May? Is it right?*”

Respondent: “*Not the current Prime Minister, I meant the other one, David Cameron.*” [Victor, male, 35-44]

Daphnis revealed his desire to see a collaboration between Aston Martin and Hackett, however, this may only be superficial, because, after probing, it became clear that the love of Aston Martin developed because of a love for James Bond, a figure that a respondent aspired to be like because of the desire to be a gentleman:

“*It is elegant, a gentleman's car.*” [Daphnis, male, 18-24]

Hobbies and brand love were a topic of discussion during the interviews. Hobbies, such as playing an instrument, have a direct and intimate connection to the love people have for a brand. Allister, Jaywant and John all mentioned how their love for brands relates to their hobby – playing an instrument. Langer *et al.* (2016) reported that 34% of their sample referred to hobbies when developing brand love, which was the third major reason why consumers fell in love with a brand. Moreover, hobbies were reported in Ahuvia (2005) and Batra *et al.*'s (2012) data, yet without further extension into a brand love measure.

Identity in relation to brand love has been widely researched, in particular, the importance of consumer personality and how well it integrates with brand identity (e.g.,

Carroll and Ahuvia, 2006; Albert *et al.*, 2008; Bergkvist and Bech-Larsen, 2010; Batra *et al.*, 2012; Huber *et al.*, 2015; Wallace *et al.*, 2017). Some authors explain this integration based upon the passionate feeling of love (e.g., Batra *et al.*, 2012) and others base it on value (Albert *et al.*, 2008). In order to have a relationship with a brand that enhances self-identity, the brand needs to be of value for the consumer and the consumer needs to 'perceive, feel, or value his or her belongingness with a brand' (Lam *et al.*, 2010). Therefore, the mechanics of this integration are based on the valued characteristics of the brand which matches best with their self-concept or personal value (Huber *et al.*, 2015). Moreover, Huber *et al.* (2015) reported a strong mediating effect of 'inner self' and 'social self' on hedonic value and passionate brand love (Huber *et al.*, 2015). Inner and social self are synonymous to intrinsic and extrinsic value in Holbrook's (1996) typology of value.

The idea of brands' inclusion in 'self' did not emerge in the present study as much as in the work of Ahuvia (1991; 2005) who conceptualised love for objects based on Aron *et al.*'s (1991) theory which posits on inclusion of others which are alike in self: to love a brand and include it in oneself if a consumer sees human-like traits in the loved brands which are perceived as self-congruent (Wallace *et al.*, 2017). Even though anthropomorphism has been found to predict brand love (Rauschnabel and Ahuvia, 2014; Hegner *et al.*, 2017; Sarkar *et al.*, 2019), however, the present study does not identify brand anthropomorphism. Yet the sense of identity emerged in data through others: how a consumer is perceived by a social group based on their own choices which correspondingly contribute to self-identity. Belk (1998) and Ahuvia (2005; 2015) explained this relationship between object love to personal identity in three ways: from a person – to a thing (brand) – to another person. Therefore, self-identity is intricately connected to social identity.

C.4.7. STUDY 1: COSTS

C.4.7.1. Study 1: Non-monetary costs

Even though this category is a less dominant one, and the costs are primarily associated with monetary investments, some non-monetary costs or sacrifices have also emerged. Some consumers are prepared to sacrifice an opportunity when it comes to the loved brand [Amazon]:

“I guess the only thing that I might sacrifice or that gets sacrificed is the fact that I might not go to a bookstore and explore – actually have the benefit and the joy of going in and flipping through books it stores, whereas on Amazon, I go and I click and – you know...And so then I sacrifice an opportunity, which I would have got, if I did go into the bookstore. I sacrificed.” [Britney, female, 35-44]

And the sacrifice of the tangible aspect of the product – feel of the real book:

“It’s kind of the middle ground. I love a feeling of a real book, but I was given a Kindle as a gift. And digital copies are so much cheaper. I have been introduced to many authors I wouldn’t find out otherwise because of free books on Kindle, which one thing I love and I wouldn’t find myself dropping money on them.” [Jackie, female, 25-34]

However, acceptance of sacrifices is not always the case. Safal, who confesses his love to the Apple iPhone (Section C.4.2.1), is not prepared to sacrifice security even when loving a brand:

“To be honest, there is an option of unlocking your phone with your face. But I don’t want to use too many of those because of security reasons. I don’t want to give too much of my information away.” [Safal, male, 18-24]

Sometimes love to brand might result in overconsumption:

[Amazon] *“...at the end I don’t actually have the time to read the books. So I spend money on books specifically which I don’t actually need – that is the sacrifice.”* [Britney, female, 35-44]

Yet, not always, as the threat of overconsumption could also be perceived favourably as it prevents the overconsumption:

“I probably don’t end up buying a whole lot of stuff because it’s still quite expensive.” [Fiona, female, 25-34]

C.4.7.2. Study 1: Monetary costs

The perception of price premiums in the mind of the consumer is complex and sometimes justified by durability and performance over time, the perceived affordability, mostly through discounts and sales. The perception of durability varies per category, for example, technology is expected to last longer than fashion. The higher the price, the more is expected from it in terms of durability, for example, the following accounts relate to the clothing market:

“I think, if I get a year, I’m really happy about that, you know.” [John, male, 35-44]

“So, I paid 400 Euros but I wore it quite a bit. So, 11 years paid off. It’s paid off its money I should say.” [Eleanor, female, 25-34]

“I owe a second-hand laptop [Apple] which I bought in 2011. I am still using it. You know, so I think it’s a good example why I am much more interested in expensive products, not expensive but high quality in technology.” [Allister, male, 25-34]

For example, Jaywant [male, 18-24] is prepared to spend up to £1,000 over a five-year period. Therefore, durability and quality connect to price premiums perceived as an investment – in this way the price is justified in the minds of consumers.

Samuel loves Sonos (a premium sound system manufacturer). He realises that his love for Sonos goes against his rational thinking, i.e., buying affordable brands (such as LG). He realises this contradiction in himself, however, he tries to rationalise his love for Sonos because of its quality:

“There is probably a speaker system like Sonos, but cheaper I could have bought. And it contradicts what I have previously said [buying cheaper brands such as LG]. But I go after quality, Sonos makes music sound great.” [Samuel, male, 35-44]

In this account, it is interesting how the participant justifies paying a price premium and has transformed his perception of an expensive brand into something more affordable:

“So, I guess you could say the same thing about Ferrari, not everyone has got one but not everyone has got £200,000 to buy one. So, that’s the reason why. But with this Sonos music system, someone could pay £200 and get one speaker and can say they got a Sonos then. So, I guess it’s the price differential versus uniqueness and newness of the product.” [Samuel, male, 35-44]

Status consumption becomes rationalised by buying an expensive brand for the purpose of status, but not overpaying for it. This respondent stereotypes people wearing Gucci and sees Hackett as somehow different to Gucci, which is perceived as more subtle and even a bargain, if bought in TK Maxx.

“For example, when you have a Gucci logo on a jacket, it relates to the branding of Gucci, not yourselves. I think it’s a wannabe mentality. It means showing off too much. He’s got lots of money in his pocket.” [Daphnis, male, 18-24]

After probing why Hackett is different from Gucci, he said:

“They might see that I wear Hackett. But I know I’m buying it cheaply [referring to buying it at TK Maxx].” [Daphnis, male, 18-24]

Some consumers who perceive that loved brands offer the right price are exemplified below:

[Nespresso] “For example, I love my Nespresso. That’s something I have, I have this coffee machine and I have these capsules. And it is something affordable. It is cheaper than Starbucks.” [Michael, male, 25-34]

[Boohoo] “Boohoo is not easily identifiable, a lot of people shop for the fitting, for the colours, for the taste, ease of delivery, it is a lot easier than buying from Jack Wills which might cost.” [Annabel, female, 18-24]

[Under Armour] “Under Armour, it’s from Maryland and I am from Maryland. So I kind of want it promoted. But to be fair, I don’t go out buying it because it’s expensive. So, I don’t buy it, but I want to support it. Because it’s like supporting my city.” [Celine, female, 25-34]

[Gems TV] “Amazing variety of jewellery at incredibly low prices. And really have probably around 30 jewels from them. Very good value. Tends to be made in silver, so the cost is right, but you get very good quality and big stones. But it’s gone now so I don’t really looking into it now at all.” [Stella, female, 45-54]

[Amazon] “So I will go and try little things, but mostly I will base my decision on reviews of other people. Elsewhere, I think I pay mostly for the branding.” [Jackie, female, 25-34]

Generally, bargain-hunting for the loved brands (through discounters or during sales) is perceived as being a rational action:

“Hackett. But only on Black Friday.” [Daphnis, male, 18-24]

The findings reveal that certain narratives around perceptions of price and sales compete with one another. After professing love to Clarks:

“If Clarks goes out of business? There is no life anymore!” [Emile, male, 25-34]

This respondent initially states that the price is not important:

“I always go to Clarks, regardless of price. Shoes are very important and they affect my eyes and my headaches. Because most of the time I walk 8 to 9 hours a day, they should be comfortable, so I decided to always buy shoes from Clarks. The price is not as important to me.” [Emile, male, 25-34]

At a later stage, he confessed that he still checks the website in anticipation of a sale at the Clarks store:

“Sometimes I track the shoes that I like to see if they are discounted.” [Emile, male, 25-34]

Similar narratives also discuss the anticipation of a sale of the loved brand:

[Swarovski] “I was waiting for this to be discounted in the Christmas sale, but suddenly it disappeared because everyone was buying them. So, I had to buy it from another shop, not the Swarovski shop.” [Anastasia, female, 35-44]

[Hackett] “Only with a Black Friday sale”. [Daphnis, male, 18-24]

[Aquascutum] “Obviously, it is an expensive brand, when you have entered the shop, every attention they can give you: I went there, and they had a sale. That’s why I could have afforded it.” [Victor, male, 35-44]

[Karen Millen] “I walk past and I will have a look, whether it is available. And if I see this dress is on sale, it's not of my size I will go and find that one online.” [Britney, female, 35-44]

Sometimes, the loving relationship with a brand even starts with a sale:

“It was a sale. It was Christmas time. But I bought the ones [showing Russell and Bromley’s shoes] which fitted me well. Yeah, that was the reason why we went into the shop. I was not intentionally going to buy shoes. It was a sale, we went to try something and it fitted me well.” [Michael, male, 25-34]

Moreover, when consumers anticipate sales, they contribute to the development of a loving relationship. Through this account, it becomes evident how they fall in love with Amazon, anticipating the sale:

Respondent: *“Sometimes we check to see if Amazon has any flash deals that temporarily bring down the price of certain things. So, it’s like a mini-Black Friday, I guess. Amazon is a very American company that way.”*

Interviewer: *“So, would you shop for flash sales?”*

Respondent: *“More out of interest than anything else.”* [Jackie, female, 25-34]

Through these narratives it could be seen that the link between brand love and the cost of the brand is vague as no clear pattern could be observed, for example, even though some respondents are willing to pay extra for the loved brand, others are not:

[Arsenal] “The season ticket for Arsenal games are quite expensive. So on average you are probably paying £2,000 a year for a season ticket. I can't spend as much when my team is playing rubbish.” [Samuel, male, 35-44]

[YSL] “I love it so much! And I think if I would lose this foundation, nothing would sit properly on my face, because I have tried too many different brands. And I love it. But it's so expensive I will use it when you know I have special occasions.” [Fiona, female, 25-34]

In line with Albert and Merunka (2013), unlike interpersonal love, which is associated with altruism (Rubin, 1970; Becker, 1974; Hatfield and Sprecher, 1986), brand love is driven by self-interest and gain through bargain hunting, discounts and sales. However, this finding contradicts Whang *et al.* (2004) who identified an agape type of love based on altruism. The observed discrepancy could be explained because Whang's work was dedicated to one particular brand – Harley Davidson – and not providing a holistic picture of brand love and how perception of cost aligns with other categories beyond this one brand.

C.4.8. STUDY 1: CONTRASTIVE TO OTHER BRANDS – UNICITY AND BEING SPECIAL

The findings show that, at times, identifying true brand love requires multiple experiences with other brands:

“It's my YSL foundation because I love it so much! And I think if I would lose this foundation, nothing would sit properly on my face, because I have tried too many different brands. And I love it.” [Fiona, female, 25-34]

Some respondents have negative experiences and increasing scepticism towards the brands which are perceived to be inauthentic and hypocritical:

“In certain ways, to me, a pair of jeans is a pair of jeans but then you have people who pay hundreds for one pair of jeans just because it’s a specific brand, which I get it, but it’s a marketing ploy.” [Jackie, female, 25-34]

For example, on a few occasions, Amazon is perceived as an authentic brand that allows independent resellers, so it allows a consumer to access multiple shopping options:

“Again, it allows for a lot more affordable options, a lot more, like independent sellers can get on to it. So, you see more like ‘off-brand’ things that so you don’t have to buy the big-name brand.” [Jackie, female, 25-34]

As can be observed from the quotes above, the sense that a brand is engaging in marketing ploys or being hypocritical, changes the perspectives of consumers and makes them sceptical about marketing concepts and mercenary intentions. Moreover, a certain degree of negativity emerges when consumers feel they are buying the “brand name”. Knowing that a premium brand could be substituted or bought cheaply elsewhere also creates a negative predisposition to the brand:

“Oddly enough, I got my phone from Amazon. I did shop around a little bit because the one thing I needed was a dual sim. I finally found one, and it was only about 170 quid. Whereas my roommate just paid £600 for his new phone.” [Jackie, female, 25-34]

Part of the perception of marketing ploys is the realisation of having one’s emotions manipulated, which has negative connotations:

“If you’re talking about a brand of tuna, I don’t think that’s going to stir too much in the way of emotions. But in terms of luxury items, I’d say branding has a lot to do that, whether it be beauty or something like that.” [Samuel, male, 35-44]

Another theme is the stereotyping of consumers who buy a certain brand, which can translate into snobbism in relation to brands. The manifestation of wealth has sometimes been perceived with scepticism:

“Now, someone buying an Armani shirt isn’t necessarily worried about staying warm. They like status, look at me. And they will show everyone the Armani badge and let them know it’s the Armani shirt. So that’s like “Look at me, I’ve done well in my life. I’ve got some money to buy an Armani shirt”. So, the branding alone has succeeded in setting that shirt to a different level to any other shirt with regards to status I suppose.” [Samuel, male, 35-44]

“A lot of people have it for the status symbol, I think. It’s the same way nobody needs a Hummer in the US but lots of people like them.” [Jackie, female, 25-34]

The idea of depicting other people as snobs is juxtaposed by respondents seeking to depict themselves as being able to afford expensive products or services, or simply being wealthy:

“I notice that some Sainsbury’s shoppers bring Waitrose bags to carry their purchases. They want to show that they have previously shopped at Waitrose. But for me, there is no difference.” [Emile, male, 25-34]

“I mean, if someone told me that they just are doing their main grocery shopping at Whole Foods, I would assume that they have a decent amount of money because I would only buy certain things at Whole Foods. Like, if I was doing a big grocery shop, I wouldn’t go to Whole Foods because it is very expensive. I would typically just get a few things from there. So, personally, I don’t think that I do it for that kind of value because I would be faking it.”

[Celine, female, 25-34]

therefore, juxtaposing these negative feelings towards other brands amplifies their love to a special brand. When speaking of their loved brands, respondents consider them being niche, unique and special. Other perspectives that contribute to the development of a loved brand come when a retailer sells things deemed to be niche, unique and special:

“A lot of products that are sold at Whole Foods aren’t sold in regular stores. So, they have a lot more niche products too, I think. Yeah, because they take on small companies and things like that.” [Celine, female, 25-34]

However, looking at what underpins these desires might be the urge to be different and special:

“And that’s the attraction for me at the moment. So, it makes me feel like I am special because not all people have it. It’s unique. I feel unique.” [Samuel, male, 35-44]

Looking at the above narrative, it seems that this desire of choice is surface level, while underneath there is a desire for something unique, special, niche and new. For example, as mentioned above, Amazon provides access for a number of independent retailers which in return allows consumers to find something unique and rare. When one respondent was confessing her love to Amazon, she also referred to herself and her friends as “geeks”, which is, in a way, a desire to portray an image of “otherness” and uniqueness. Therefore, it could be argued that, underneath the desire of choice, it unleashes the quest to find something special and unique to represent the self-identity.

This respondent explains the relationship between choice and rarity in her own words:

“Stuff you don’t find easily. You always stay on Amazon. Like, for example, I get links from a wine website and I love specific wines. So, this website gave a link about really good wines but then it’s a bit overpriced.” [Britney, female, 35-44]

Being able to find wine on Amazon liberates the desire to buy rare wine and represents the thrill for rarity and uniqueness at an affordable price.

“Being different” aligns with some literature on brand love, for example, it was found that literature including “brand uniqueness” and “unicity” (Albert *et al.*, 2009; Bairrada *et al.*, 2018) underpinned the whole concept of love in its broadest sense – choosing the “one” over others.

The relationship dynamic, notably, a journey a consumer is going through finding the loved brand has not been explicitly reported in the literature. Langner *et al.* (2016),

when reporting their qualitative findings on various trajectories of the relationship with the loved brand, did not specifically identify it. However, they do indeed only briefly refer to finding the loved brand through various negative experiences with other brands that: 'affirmed usage of the loved brand' (Langner *et al.*, 2016, p. 22).

Albert *et al.* (2009) connect brand uniqueness to brand idealisation. However, the concept of brand idealisation only appears in one work by Albert *et al.* (2009) and is both cryptic and vague due to its measurement: one of the items which measures it includes '*something almost magical about the relationship with a brand*', however, how idealisation connects to magic is unclear. Moreover, what constitutes the concept of magic is also vague. Therefore, prior literature does not provide a comprehensive insight explaining the phenomenon when love to brand develops through various adverse experiences with other brands, unlike the present study which captures the dynamic with a loved brand and offers nuanced understanding of this development.

C.4.9. STUDY 1: DISCUSSION AND CONCLUSIONS

C.4.9.1. Study1: Conceptual location of brand love and customer perceived value

Study 1 aimed to gain insights into the conceptual location of brand love and customer perceived value in consumers' minds (see Section A.1). Responding to this objective, the themes that emerged from data are interconnected, for example, the 'nature of the relationship with a loved brand' is connected to 'emotional' and 'social aspects'. A strong bond between consumers and their loved brands develops over time through various emotional experiences with a loved brand. Sometimes these experiences are derived through the social union with loved ones with the help of a loved brand. The social aspect stimulates various positive and even negative experiences, such as, for example, missing out on getting the loved brand as a gift when it is on sale. Being contrastive to other brands connects to long-term relationship with the loved brand as this love becomes amplified with time invested in finding the loved one and negative experiences with other brands. 'Costs' connect to 'functionality' and 'social' aspects,

which act as a justification for paying price premiums. It is the same with 'choice', which can be a genuine desire for novelty and innovation, however, could also be driven by social pressures of the change, as in the case of technology, for example. As 'consumer identity' is associated with the loved brand – improving self-image eventually links to 'emotional aspect' as it triggers diverse emotions.

Section C.1.1. advanced the idea that axiology might provide the theoretical linking mechanism between love and value, in which value based on axiology is defined as “an interactive relativistic preference experience” (Holbrook, 1994, 1999). The themes that emerged indeed show that similarly to value in a way that it is comparable, love is also relative to other brands – it takes time to identify the loved brand through the negative experiences with other brands. Holbrook (1994, 1999) posits that value is an experience derived from emotions or, more broadly, hedonistic origins (Perry, 1954; Hilliard, 1950; Frondizi, 1971). According to Perry (1954), even value substitutes the notion of 'loving', which incorporates the array of 'affective' qualities determining value, including pleasant, enticing, fascinating, awesome etc. The findings reveal that when consumers express their love to the brands they also refer to these qualities, which at the same time are also part of value. According to the findings, both brand love and value are predominantly emotional and social in nature, and in line with the published literature which also treats love as affective – emotionally charged (e.g., Shimp and Madden, 1988; Albert *et al.*, 2009; Bergkvist and Bech-Larsen, 2010; Rossitier, 2012; Albert and Merunka, 2015). However, the literature does not go into sufficient detail in explaining the nuances of what constitutes the emotional and social aspects of brand love, unlike the present study which identified the beauty and aesthetics theme, which are characteristics of both brand love (e.g., Albert *et al.*, 2008) and value (e.g., Hilliard, 1950). Consumers appreciate the beauty of the loved brands through logos, and it also sometimes makes them feel beautiful, for example, when wearing the loved brand.

Besides strong emotions, consumers think about other people and the impression they wish to make when they buy their loved brand – in this way they are seeking status enhancement. This present study's findings contradict the literature which posits that the social-self is important, yet secondary when compared to the inner-self, and the

benefit for the social-self might be more meaningful only at the beginning of passionate relationships (Huber *et al.*, 2015). The social aspect represented a strong theme that emerged throughout the data and did not appear to be secondary which contradicts to Huber *et al.*'s (2015) work. Moreover, when it comes to the social aspect, personal relationships are interwoven with brand. For example, consumers express love to their partner or a family member either through giving their own loved brand as a gift or the brand their loved one's desire. It becomes so important that consumers might even experience adverse emotions when a loved brand affects personal relationships. To the author's best knowledge, interconnectivity of personal relationships and loved brands is a novel insight contributing to the subject literature.

Even though emotional and social themes are dominant in the analysis, other themes which are cognitive in nature have also emerged. When it comes to the cognitive themes such as 'functionality', 'choice' and 'costs', brand love literature is scarce when reporting functional (utilitarian) value (Huber *et al.*, 2015) or the type of value which incorporates choice, novelty and innovation (Bairrada *et al.*, 2018). Moreover, the literature is silent on the perception of sacrifices when it comes to brand love, unlike the present study which found these cognitive peripheral themes.

To conclude, brand love appears to exist in consumers' minds in close proximity to their perceptions of value, i.e., to the perceived benefits and sacrifices derived from consuming the loved brand. Thus, the 'emotional' and 'social' aspects of brand love seem to be entwined with perceptions of the benefits received through the emotional and social dimensions of value (e.g., Sheth *et al.*, 1991; Sweeney and Soutar, 2001; Sánchez, Callarisa, Rodriguez and Moliner, 2006), while cognitive aspects of brand love, such as 'functionality', 'choice' and 'costs', are entwined with the functional, epistemic (e.g., Sheth *et al.*, 1991; Sweeney and Soutar, 2001; Sánchez *et al.*, 2006) and sacrifices dimensions of value (e.g., Zeithaml, 1988).

C.4.9.2. Study1: Brand love and interpersonal love are alike

Although it is not explicitly articulated in Study 1's objective, the process insights from the analysis led to the addition that brand love is congruent with interpersonal love. For

example, similarly to interpersonal love, a consumer's relationship with a brand develops over time and a loved brand gradually becomes important for a consumer (almost sacred) and can even substitute a romantic partner. Moreover, the present study finds that brand love is also analogous to human love in the way it develops, for example, some consumers look for a loved brand for a long time and when they have found the loved brand, it is different to all other brands they have had experience with – when they have found it, they speak highly about it, calling it 'unique', 'special' and 'the only one'.

Overall, the present study agrees with the literature which conceptualises brand love based on social psychology underpinnings and confirming that it appears to be analogous to interpersonal love (e.g., Fournier, 1998; Carroll and Ahuvia, 2006; Whang *et al.*, 2004; Albert *et al.*, 2009). The findings reveal that brand love, in a similar way to interpersonal love, is predominantly affective in nature, yet, at the same time it also includes cognitive themes such as consumer identity – consumers expressing themselves through the loved brands and perceiving these brands as self-congruent to their identity (in line with Zarantonello *et al.*, 2016; Batra *et al.*, 2012). Another theme, which is 'being contrastive to other brands', is a novel insight as depicts the mechanics of finding the loved brand through various negative experiences with other brands.

The findings reveal that consumers speak highly about their loved brands – exaggerating the brands' benefits in a way that becomes special in consumers' minds. However, when it comes to the costs associated with obtaining the loved brands, the findings are equivocal. Some consumers are willing to pay a price premium, which supports Park *et al.*'s (2006) findings that brand love is associated with the willingness to pay a premium price. However, other consumers are careful when it comes to costs, whether non-monetary or monetary, and would prefer to avoid them.

The proposed co-existence of brand love and value is further explored in Study 2, the objective of which is to examine the effect of brand love on customer perceived value and an expanded discussion of the association between the two constructs is provided in Chapter D.

CHAPTER D: STUDY 2 - BLINDING EFFECT OF BRAND LOVE ON CUSTOMER PERCEIVED VALUE

D.1. STUDY 2: INTRODUCTION AND AIM OF THE STUDY

The findings from Study 1 (Section C.4.9.) show that brand love is similar to interpersonal love and in line with extensive literature published on the subject (Shimp and Madden, 1988; Whang *et al.*, 2004; Thomson *et al.*, 2005; Albert, Merunka and Valette-Florence, 2008; Albert *et al.*, 2009; Maxian *et al.*, 2013). One of the attributes of interpersonal love is to foster positive illusions on the beloved one – and because interpersonal love leads to positive illusions the expectation is that the same will apply to brand love. Positive illusions stand for a distorted perception of reality - perceiving a romantic partner in a highly idealised way (Hall and Taylor, 1976; Van Lange and Rusbult 1995; Murray *et al.*, 1996; Murray and Holmes, 1997). To perceive someone in an idealised way is to impose positive illusions on the actual attributes of a romantic partner by exaggerating virtues and undermining weaknesses of the beloved one as though looking ‘through ‘rose-tinted’ glass’ or blinded effect of love (Murstein, 1967, 1971; Murray *et al.*, 1996; Murray and Holmes, 1997). Moreover, positive illusions act as a ‘buffer’ to prevent negative signals about romantic partners and transform them into positive information (Hall and Taylor, 1976). Quoting Murray *et al.* (1996, p.80), ‘suffering the inevitable disappointments of romantic life might actually strengthen idealized perceptions rather than tarnishing them’. A continual high evaluation of a partner has been proclaimed as beneficial grounds for maintaining relationships (Hall and Taylor, 1976; Murray *et al.*, 1996) and serving multiple functions including cognitive, affective and social (Taylor and Brown, 1988). Contrary to the common belief that positive illusions are associated with the beginning of the relationship in the early stage of dating, or the so-called ‘honeymoon period’ (Weiss, 1980; Holmes and Boon, 1990), studies by Hall and Taylor (1976) find a significant effect of time, which means positive illusions are also present in long-term partnerships.

Therefore, the expectation is that brand love will create positive illusions on value. Specifically, it is hypothesised that brand love ‘blinds’ or ‘distorts’ the reality (i.e. value

per se) analogously to interpersonal love. The assumption is that ‘blinding’ distorts reality in a positive direction – if the love is high – it is expected that value perceptions (benefits dimensions - see Section D.2.2.) will be higher and perceptions of sacrifices will be lower than otherwise. The reverse applies to low levels of brand love (Batra *et al.*, 2012). Hence, it is expected that:

When a brand is highly loved it is highly valued, therefore perceptions of benefits will be higher and sacrifices lower. Contrary, when love is low – the benefits will be lower and sacrifices higher.

D.2. STUDY 2: CUSTOMER PERCEIVED VALUE

D.2.1. STUDY 2: NATURE OF VALUE

The American Marketing Association defines marketing through value: ‘marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have *value* for customers, clients, partners, and society at large’ (AMA, 2017). Therefore, value plays a central role in marketing (Molm *et al.*, 2001; Slater, 1997), it is fundamental in all marketing activities (Zeithaml, 1988; Holbrook, 1994; Gallarza *et al.*, 2011) makes values of great importance to companies when trying to gain a competitive advantage (e.g., Woodruff, 1997; Sheth *et al.*, 1991). The literature offers a plethora of varying views around the topic, including a terminological divergence including benefit, utility, quality, reward, advantage and satisfaction when defining the concept of value for the customer (e.g., Woodruff, 1997; Woodall, 2003; Monroe, 2003).

The multi-faceted nature of value is attributed to its origins stemming from various disciplines including economics, philosophy, and social psychology (Table D1). The concept of consumer perceived value is derived from a diverse research field (Graf and Maas, 2008; Payne and Holt, 2001). Certain scholars argue that it has originated from economics, whilst others posit that it has considerable links with both philosophy and

social psychology (Holbrook, 1994; Dodds and Monroe, 1985). This theoretical polysemy makes the construct complex (Woodruff and Gardial, 1996; Lapierre, 2000), multi-faceted (Babin *et al.*, 1994; Zeithaml, 1988; Gallarza and Saura, 2006), ambiguous (Wang *et al.*, 2004; Boksberger and Melsen, 2011), abstract (Gallarza and Saura, 2006) and subjective (Woodruff and Gardial, 1996; Holbrook, 1994, 1999). Table D1. summarises these various multi-disciplinary definitions of value.

Table D1 - Study 2: Definitions of value

Theoretical stream	Sources	Definitions of value construct
Philosophy	Hilliard (1950, p. 42)	Value is affectivity occurring in the relational contexture determined by the reaction of an organism to stimulus object
Economics	Zeithaml (1988, p. 14)	Perceived value is a customer's overall assessment of the utility of a product based on perceptions of what is received and what is give'
	Monroe (1990, p. 46)	Buyers' perceptions of value represent a trade-off between the quality or benefits they perceive in the product relative to the sacrifice they perceive by paying the price
Psychology	Dodds <i>et al.</i> (1991, p. 316)	A cognitive trade-off between perceived quality and sacrifice
	Shillito and DeMarle (1992, pp. 3-4)	Dichotomous, centred in people and objects they <i>desire</i> . Value is a <i>potential energy field</i> between us and objects we need
	Patterson and Spreng, (1997, p. 421)	Cognitive-based construct which captures any benefit/sacrifice discrepancy in much the same way as disconfirmation does for variations between expectations and perceived performance
Marketing	Gale and Wood (1994, p. xiv)	Customer value is market perceived quality adjusted for the relative price of your product. [It is] your customer's opinion of your products (or services) as compared to that of your competitors
	Holbrook (1994, 1999, p. 5)	Consumer value is an interactive relativistic preference characterizing a consumer's (subject's) experience of interacting with some objects (i.e. any good/service, person, thing, event or idea'
	Fornell <i>et al.</i> (1996, p. 9)	Perceived level of product quality relative to the price paid
	Butz and Goodstein (1996, p. 63)	By customer value, we mean the <i>emotional bond</i> established between a customer and a producer after the customer has used a salient product or service produced by that supplier and found the product to provide and added value
	Woodruff (1997, p. 142)	A consumer's perceived preference for and evaluation of those products' attributes, attribute performance, and consequences arising from use that facilitate (or block) achieving the customer's goals and purposes in use situations
	Sheth <i>et al.</i> (1991)	Consumer choice is a function of five consumption values: functional value, social value, emotional value, epistemic value, and conditional value
	Oliver (1996, p. 45)	Value is a positive function of what is received and a negative function of what is sacrificed
	Lapierre (2000, p. 123)	Consumer-perceived value can, therefore, be defined as the difference between the benefits and the sacrifices (e.g. the total costs, both monetary and non-

		monetary) perceived by consumers, in terms of their expectations, i.e. needs and wants
	Haar, Kemp and Omta (2001, p. 628)	The consumer value concept assesses the value a product offers to a consumer, taking all its tangible and intangible features into account
	Chen and Dubinsky (2003, p. 326)	Perceived consumer value is a consumer's perception of the net benefits gained in exchange for the costs incurred in obtaining the desired benefits

Table D1 shows that, even though the definitions of value are diverse, there is an implied agreement that perceived value is *comparable*, where ‘these comparisons are made to internal or external standards, other alternatives, or to cost’ (Oliver, 2010, p. 199). In a broader sense, it is an equation between the rewards or benefits a consumer *receives* and *sacrifices* that forms a customer perceived value proposition (Zeithaml, 1988). Such orientation indicates a rational, cognitive driven conceptualisation of value.

By origin, the concept of customer value has been viewed as a uni-dimensional construct, as it is believed that consumers behave rationally and concentrate on economic utility derived from a product or service (Dodds and Monroe, 1985). However, this view on value might be limiting and misses the richer affective nature of value (Gallarza *et al.*, 2011). Some scholars in the field of economics accept that pleasure might be associated with a purchase (Monroe, 2003). This idea emerged in the early works of Bentham (1968), who considered utility as a hedonic quality – getting pleasure and avoiding pain. Later, Kahneman and Varey (1991) considered utility as a trigger of hedonic responses. In the field of marketing, several authors opine that consumers seek hedonic responses, for example from bargain trade-offs (e.g., Chandon *et al.*, 2000; Alba and Williams, 2013). Overall, utility-seeking can entail pleasure (e.g., Woodall, 2003). To summarise, a utilitarian, cognitive understanding of value is problematic as it excludes the richer, *affective* perspective of value (Gallarza *et al.*, 2011). In addition to the cognitive aspect, there are potentially emotional, symbolic or hedonic aspects of value (Sheth *et al.*, 1991; Hirschman and Holbrook, 1992).

The affective nature of customer perceived value can partly be described as the ability to please (e.g., Butz and Goodstein, 1996; Albrecht, 1994) and to create an emotional bond (Butz and Goodstein, 1996). Shillito and DeMarle (1992, pp. 3-4) defined value

as ‘dichotomous, centred in people and objects they *desire*. Value is a *potential energy field* between us and objects we need’. This definition also resonates with the consequences of value proclaimed by Hall (1961, p. 164) where ‘our value judgements finally reduce to *emotions*, to approvals and disapprovals’. However, this divide is not always obvious, for example, Bentham (1968) considered utility to be a hedonic quality.

Returning to value in marketing research, literature demonstrates convergence in adopting Zeithaml’s definition - ‘customers’ overall assessment of the utility of a product based on perception of what is received and what is given’ (Zeithaml, 1988, p. 14). Studies in value domain coincide with the view that the construct comprises two components (‘*get*’ and ‘*give*’) and multiple sub-dimensions conceptualised as benefits and sacrifices (e.g. Zeithaml, 1988; Woodall, 2003; Smith and Colgate, 2007). ‘*Get*’ encompasses benefits as well as other aspects related to purchase and consumption, while ‘*give*’ relates to the forfeits required to obtain an offering. Perceived value is the customer’s “overall assessment of the utility of the brand based on perceptions of what is received (e.g., quality, satisfaction) and what is given (e.g., price and nonmonetary costs) relative to other brands” (Netemeyer *et al.*, 2004 p. 211). The literature evidences a widely-held agreement that value perceptions are the result of a trade-off between the ‘*get*’-benefits and the ‘*give*’-sacrifices components of value (Zeithaml, 1988). To conclude, research treats value as both utilitarian and cognitive construct widely understood from the position of the ‘*benefits*’ vs. ‘*sacrifices*’ equation or ‘*get*’ vs. ‘*give*’ that arise from the utility theory within economics.

More recently, conceptual development has explicitly focused on the multi-dimensional perspective on value including both rational and hedonic paradigms (Sweeney and Sourtar, 2001). There are two approaches to consumption: the informational processing (cognitive in nature) and experiential approach, which “focuses on the symbolic, hedonic, and aesthetic nature of consumption” (Holbrook and Hirschman, 1982, p. 132).

D.2.2. STUDY 2: VALUE OPERATIONALISATIONS

Treating value as a uni-dimensional construct is based on the quality–price relationship; however, recent studies assert that value is complex in nature involving distinctive dimensions, as proposed by a number of scholars, including hedonic (Holbrook, 1999), practical (Mattsson, 1992), experiential (Holbrook, 1999), monetary (Pura, 2005). Consequently, despite arguments in Alves (2011), Sánchez-Fernández and Iniesta-Bonillo (2006, 2007) agree on the multidimensional nature of value. Table D2 presents the dominant, in the marketing field, typologies of value.

Table D2 - Study2: Value typologies

CPV Typology	Components/dimensions
Holbrook and Corfman (1985)	(1) Hedonic; (2) Utilitarian
Mattsson (1992)	(1) Practical; (2) Emotional; (3) Logical
Sheth <i>et al.</i> (1991)	(1) Functional; (2) Emotional; (3) Conditional; (4) Social; (5) Epistemic
Mattsson (1992)	(1) Practical; (2) Emotional; (3) Logical
Kantamneni and Coulson (1996)	(1) Societal; (2) Experiential; (3) Functional; (4) Market
Butz and Goodstein (1996)	(1) Expected; (2) Desired; (3) Unanticipated
Parasuraman and Grewal (2000)	(1) Acquisition; (2) Transaction; (3) Value ‘in use’; (4) Redemption value
Sweeney and Soutar (2001)	(1) Emotional; (2) Social (enhancement of social self-concept); (3) Functional (price/value for money); (4) Functional (performance/quality)
Woodall (2003)	(1) Net; (2) Derived; (3) Marketing; (4) Sale; (5) Rational
Pura (2005)	(1) Monetary; (2) Convenience; (3) Social; (4) Emotional; (5) Conditional; (6) Epistemic value
Sánchez <i>et al.</i> (2006)	(1) Functional value (three dimensions); (2) Emotional; (3) Social
Berthon <i>et al.</i> (2009)	(1) Symbolic; (2) Experiential; (3) Functional

Amongst the above-listed operationalisations, Sheth *et al.*’s (1991) comprehensive, parsimonious theory of customer values (TCV) is widely used. According to the SCOPUS database the article has been cited over 700 times since being published, which implies its strong theoretical implications and demonstrates applicability to a wide spectrum of research domains. This TCV incorporates five dimensions (functional, social, emotional, epistemic, and conditional value) and is predicated on,

1) the choice of buying decision is based on summative dimensions of value derived from a product or service, (2) each dimension of value brings something different to the market choices, and (3) each dimension of value is independent from the others. TCV adopted for the study consisted of four benefits dimensions, conditional value did not strongly emerge from the qualitative Study 1 (Section C.4.9), therefore, was omitted from the current study.

Functional Value is associated with the utility or intrinsic nature of value to deliver the expected performance and satisfaction derived from it. This dimension of value resides on a rational premise that assesses value.

Emotional Value resides on the premise that consumption choice could arouse feelings and emotions. However, this dimension of value does not necessarily arise from hedonic products or services. Emotions can be derived from the purchasing of utilitarian products and services. Emotional or hedonic value refers to ‘an overall assessment of experiential benefits.

Social Value is derived from the image the buyer is conveying to his/her social groups. This involves consumption choices which are driven by the desire of making these purchases visible to others. Social value incorporates symbolic value which a product or service possesses in excess of functional utility.

Epistemic Value implies novelty-seeking, curiosity and innovative emotions derived from a product or service in the consumption context. It satisfies the desire for novelty, exploration and variety. This also connects to innovativeness responding to new products and experiences. Uniqueness is the functional component relating to the core benefits and basic utilities of luxury products.

Although the above do not explicitly account for the ‘give’ component of value, *sacrifices* are implicitly part of functional value. However, such approach is deemed to be problematic because it confounds (both conceptually and analytically) aspects of benefits with sacrifices (i.e., operationalisations are based on comparative rather than absolute evaluations as implied in the third premise of the TCV).

D.3. STUDY 2: METHODOLOGY

D.3.1. STUDY 2: RESEARCH DESIGN

In order to provide answers to the expectation in Section D.1 it is necessary to obtain information regarding perceptions of value for high and low love brands and also compare these perceptions to base - unbranded - products. Consequently, control and manipulation are necessary which in turn leads to experimentation as the preferred design. A two-phase repeated measure design with control is adopted to test the potential effect of brand love on customer perceived value. In the first phase respondents were asked to provide answers to questions related to perceptions of value for a product by a high and a low brand love with the order randomised to account for possible order effects. In the second phase, the same respondents were asked to provide answers to the value perception questions to an unbranded product that was physical identical to that in phase one. Perceptions of value for the unbranded product represented the benchmarks for examining the magnitude of the effects of high or low levels of brand love.

Therefore, a mixed design is applied with *between-subjects* referring to inter-respondent differences due to the order of brand love (two levels - high followed or following low brand love), and *within-subjects* accounting or intra-respondent differences between high, low and non-branded products (three levels) (Field, 2017).

D.3.2. STUDY 2: STIMULI DEVELOPMENT, FORMAT AND LAYOUT

To allow respondents freedom of choice and in order to ensure product category knowledge, drawing from the brand love literature three product categories were selected: fashion (for example, Rauschnabel and Ahuvia, 2014; Karjaluoto *et al.*, 2016; Hegner *et al.*, 2017), food (for example, Carroll and Ahuvia, 2006; Bergkvist and Bech-Larsen, 2010; Huber *et al.*, 2015), automobile (Huber *et al.*, 2015; see Tables B3.1. and B3.2.)

D.3.2.1. Study 2: Phase one

Firstly, participants were invited to select one of the three product categories they are mostly familiar with, then they were asked to read the description of the high/low love definition. High (Figure D1) and low (Figure D2) descriptions were developed based on the most comprehensive brand love prototype (Batra *et al.*, 2012- see Section B1.1.2.2 of the literature review).

Please select the one that you have a **STRONG** desire to possess, emotionally connect and feel a strong bond with. This brand can say something true and very deep about who you are as a person and makes your life more meaningful. It fulfils your expectations at a deeper level and fits your tastes perfectly. If this brand suddenly went out of existence you would feel deeply sad. Overall, you have a strong affection to this brand similar to love.

Figure D1 - Study2: High brand love - Definition

Please choose a brand you have a **LOW** desire to possess. You do not feel emotionally connected to this brand and you do not feel a strong bond with. It doesn't say anything true and deep about who you are as a person and it doesn't make your life more meaningful. Your expectations are not fulfilled at a deeper level and this brand doesn't fit your tastes at all. If it suddenly went out of existence you wouldn't feel at all sad. Overall, you have a low level of love to this brand.

Figure D2 - Study2: Low brand love - Definition

After reading the definition the respondents were presented with a list of brands operating in the selected product category. The list of brands account for appeal to different demographics, which were identified based on industry reports (i.e. Mintel, 2016) and face to face discussion with the study population. The respondents were then requested to select a brand which best matches the definition (of either high or low brand love) from the brands in the list. Attached logos of the brands acted as reminders. Figure D4 presents an abridged list of different brands depending on the product category (different list of brands created for each category - could be found in Appendix 2.1.).

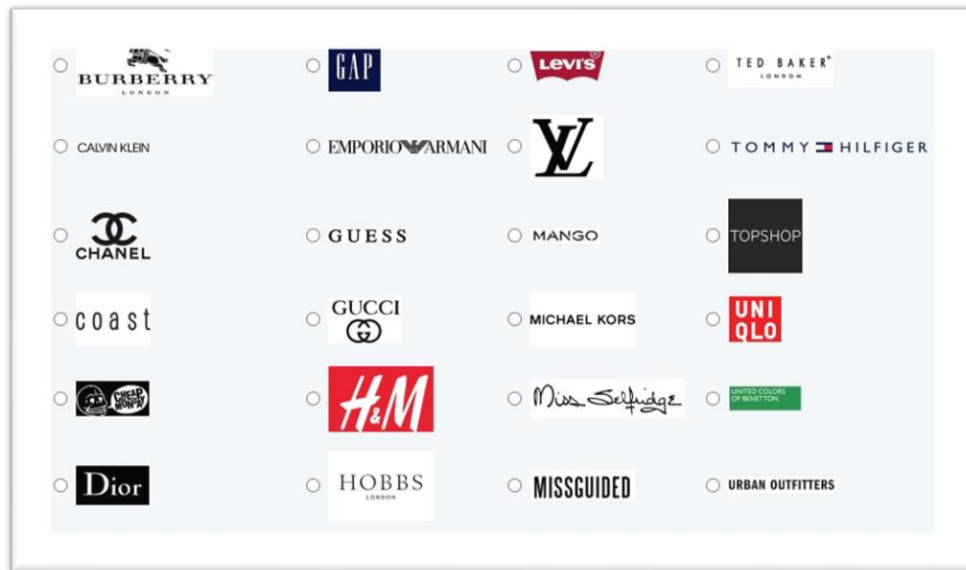


Figure D3 - Study 2: Presentation of brands (the full list of brands used is in Appendix 2.1.).

After selection of a brand in high or low love category, respondents were exposed to a hypothetical product. The product design was informed and guided by content analysis of advertisements by the brands operating in the selected product markets. The aim was to design products that were ‘typical or neutral’, i.e. that any of the brands could potentially offer, with attention to gender in fashion category. A short pilot (Section D.3.2.3.1) indicated that none of the pictures created strong reactions. Figure D4 presents the illustrations used for the three product categories.

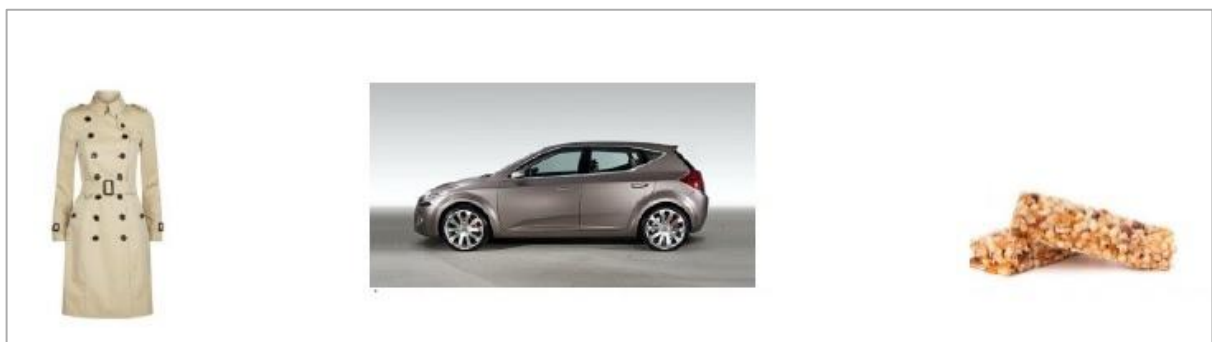


Figure D4 - Study 2: Products in the three categories

Participants were asked to imagine themselves purchasing a hypothetical product by the selected brand. Brand names were embedded in the scenario as illustrated in Figure D5.

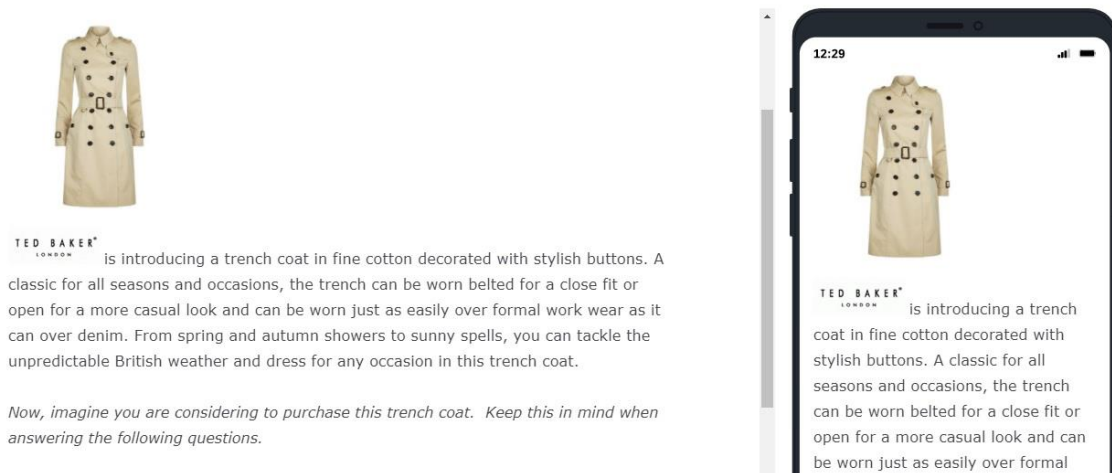


Figure D5 - Study 2: Description of a hypothetical product with a brand.

Finally, the participants were asked to answer questions regarding their perceptions of the expected value.

D.3.2.2. Study 2: Phase two

Two weeks after Phase One the same respondents were contacted, presented with an unbranded version of the product they selected in Phase One, and asked the same value related questions as in Phase One.

D.3.3. STUDY 2: SAMPLING, MEASURES AND MEASUREMENT, QUESTIONNAIRE DESIGN AND DATA COLLECTION

D.3.3.1. Study 2: Sampling

This study applied the sampling design in Figure D6 below (Sekaran and Bougie, 2010).

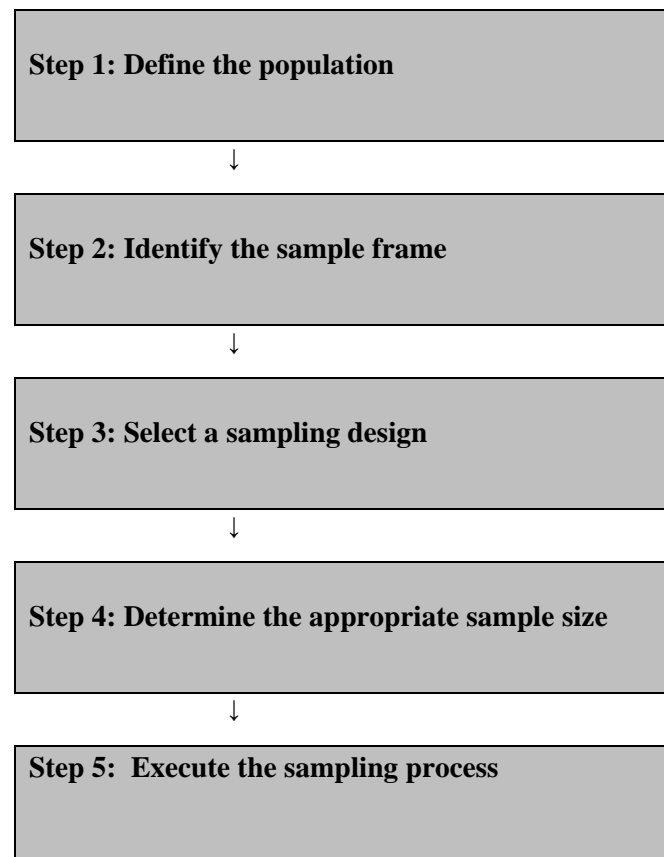


Figure D6 - Study 2: Steps of sampling design.

Source: Sekaran, U., and Bougie, R. (2010, p.266). *Research methods for business A skill-building approach* (5th ed.) Haddington John Wiley & Sons

In line with the Sekaran and Bougie (2010), the specification of the population (Step 1) is: (1) **Element** is a consumer in the U.K. aged 18 and above. This group of consumers has familiarity with the brands operating in different product categories with variability in age groups and gender to account for diversity. (2) **Sampling unit**: not applicable; (3) **Extent**: residents living in the U.K. (4) **Time**: July - August (2017). The above specification was given to an established and reputable list broker - Qualtrics.

Consequently, Steps 2, 3 and 5 were outsourced. The list broker has large poll of consumers enrolled in the panel with a ready access to the population of interest, quick and cost effective (Fulgoni, 2014). Ray *et al.* (2001) assured that online panels are suitable for access to a good calibre of participants as they invest in quality assurance and representation of varied demographical groups. Nevertheless, the researcher acknowledges lack of control.

In deciding sample size (Step 4) factors such as comparative sizes of the published research in the field of interest; nature of the study; resources, target population itself were taken into consideration (Sekaran and Bougie, 2013; Malhotra *et al.*, 2012). Further, the G* Power 3 software indicated a minimum number of 200 respondents.

D.3.3.2. Study 2: Measures and measurements

The measures and measurement for the Study 2 are presented in the Table D3 below. The measures for the consumption value have been contextualised to match the products used in this study's (fashion, automobile and food) and wording in Sheth *et al.* (1991). Zaithaml (1988) provides the measures for sacrifices which are differentiated into monetary cost and effort. A five-point Likert scale anchored at Strongly Agree and Strongly Disagree is employed and all measures are reflective in nature.

Table D3 - Study 2. Measures and measurements

	Customer Perceived Value Dimension		Measures	Measurement	Measures	Measurement	Measures	Measurement
			Fashion		Food		Automobile	
Sheth <i>et al.</i> (1991) typology	Functional value	Functional value is associated with the utility or intrinsic nature of value.	Durability	This trench coat will keep me dry when it rains.	Fulfilling	The cereal bar will fill me up.	Reliability	I will be able to rely on the Spirit to get me to my destination.
			Fit	This trench coat will last me for a long time. This trench coat will fit me well.	Nourishing	This cereal bar will give me a nourishing start to my day.		I will feel confident driving the new Spirit car.
					Nutritious	The cereal bar will have good nutritional value.	Safety	The new Spirit car will feel very safe to drive. Driving the Spirit would be good for the environment.
Sheth <i>et al.</i> (1991) typology	Emotional value	This is the value that resides on the premise that consumption choice could arouse feelings and emotions.	Meeting needs	This trench coat will meet my needs.	Pleasure	Eating this cereal bar will be a pleasurable treat for me.	Enjoyment	I would enjoy driving the Spirit car.
			Feeling proud	I will feel proud to wear this trench coat	Enjoyment	I will enjoy eating this cereal bar.	Feeling proud	I would feel proud to drive the Spirit car.
			Enjoyment	I will enjoy wearing this trench coat	Frequent use	I will eat the cereal bar frequently.	Frequent use	I would drive the Spirit car as much as possible.
			Frequent use	I will wear this trench coat as much as possible..				
Sheth <i>et al.</i> (1991) typology	Social value	This stands for the perceived value derived from the image the buyer is conveying to his/her social groups. This involves consumption choices which are driven by the desire of making these purchases visible	Acceptance by others	Wearing this trench coat will help me to feel accepted by others. This trench coat will improve the way I am perceived.	Acceptance by others	Eating this cereal bar will show others that I look after my health.	Acceptance by others	Driving the Spirit car will help me to feel accepted by others.
			Good impression	Wearing this trench coat will make a good impression on others.	Good impression	Eating this cereal bar will improve the way I am perceived. Eating this cereal bar will make a good impression on others.	Good impression	The Spirit will improve the way I am perceived. Driving the Spirit will make a good impression on others.

		to others. Social value incorporates symbolic value which a product or service possesses in excess of functional utility.	Social approval	This trench coat will give me social approval.	Social approval	Eating this cereal bar will give me social approval.	Social approval	The Spirit will give me social approval.
Sheth <i>et al.</i> (1991) typology	Epistemic value	Epistemic value implies novelty-seeking, curiosity and innovative emotions.	Novelty Innovation	The design of this trench coat is the latest fashion. This trench coat will satisfy my desire for something new. I won't get bored with wearing this trench coat. The styling on this trench coat is innovative.	Novelty Innovation	This cereal bar offers something new and novel. When it comes to breakfast products, this cereal bar is innovative. This cereal bar would satisfy my desire for something new. I would not get bored with eating this cereal bar.	Novelty Innovation	The Spirit car offers the latest in design and technology. I would never get bored with the Spirit car. The Spirit car would satisfy my desire for something new. The Spirit car uses new technology in an innovative way.
Zeithaml (1988)	Sacrifices	Perception of sacrifices	Money Effort	This trench coat will cost more than similar products by other brands. It will be expensive to maintain the appearance of this trench coat. Looking after this trench coat will require a lot of effort. This trench coat will need special hanging space.	Money Effort	This cereal bar will cost more than similar products by other food retailers. The cereal bar will need a special place for storage.	Money Effort	The Spirit will cost more than similar cars by other brands. Servicing of the Spirit is going to be expensive. The insurance for the Spirit is going to be expensive. Looking after the Spirit will require a lot of effort. The Spirit will need a special parking facility.

D.3.3.3. Study 2: Questionnaire design

The layout of the questionnaires is based on guidelines proposed by Oppenheim (2000).

D.3.3.3.1. Study 2: Questionnaire design in phase one

The participants are presented with the three product categories and asked to select based on ‘which you have the most interest and greatest familiarity with the brands operating within it.’ On a randomised basis, the definition of either high or low brand love (see Section D3.2.1.) followed by a list of brands. A single question regarding when purchased a product from the selected brand follows. Then a product related to the selected brand for the specific product category is presented and described. Sensitive information such as gender and age, in line of a good practice (Dillman *et al.*, 2014), is collected at the end of the questionnaires with the exception to fashion. The reason is that gender is required in order to present the appropriate style. Questions related to perceptions of value follow. The above is repeated depending on the randomisation of brand love.

In order to ensure that data collection instrument has been appropriately designed, piloting has been conducted in line with the good practice (De Vaus, 1993; Welman and Kruger, 1999). Piloting aims to explore any potential problems or limitations with the instrument prior to the data collection (De Vaus, 1993): it aims to capture any issues with unclear items which need to be eliminated prior to the data collection. The pilot has been selected which is demographically similar to the sample of interest, gauging insights whether the instrument fits the population of interest. As a rule of thumb, the size of the piloting sample ranges from 10 to 30 (Monette *et al.*, 2002; Isaac and Michael, 1995). Piloting was conducted in June (2017) through convenience sampling distributed via the authors’ list of contacts for the population aged 18 and above, living in the U.K. both males and females and resulted in 10 completed questionnaires. At the end of the piloting stage no ambiguities or difficulties in responding to the questionnaire were identified (De Vaus, 1993). In addition, the list broker was instructed to collect a sample of 50 respondents to ensure the quality of data. The data were checked for the

duration, location and suspicious response patterns – straight lining (e.g. in 5 points scale, selecting only 3s).

D.3.3.3.2. Study 2: Questionnaire design in phase two

A similar to phase one questionnaire design was used in phase two with respondents matched to the phase one sample. The product descriptions are the same as in phase one, however there were no references to specific brands.

D.3.3.4. Study 2: Data collection

To achieve the desired number of responses within the shortest time period online surveys were employed in both phases. The surveys were carried out by a reputable list broker who was able to provide matched samples for the two surveys. Adhering to good practices in Dillman *et al.* (2014), both surveys begin with a cover letter that introduces the auspices and purpose of the study, assurances of anonymity and confidentiality, and the respondents' right to withdraw at any time. Given that the list broker undertook the execution of the survey, considerations such as incentives and follow ups were outside the researcher's control.

D.4. STUDY 2: DATA ANALYSIS

D.4.1. STUDY 2: DATA COLLECTION AND EXAMINATION

Given the nature of the collected data, i.e. forced progression through the questionnaire, there were no missing cases. Only those who completed the surveys in both phases are included in the analysis while respondents with straight lining answers, or those with completion time below the lower percentile of mean completion were removed. The information in Table D4 shows that food (114) was the most familiar product category with automobiles (45) and fashion (38) having a similar number of responses. In terms of gender there is a balanced number between male and female respondents in food category, while male and female respondents, correspondingly, dominate the

automobile and fashion samples. Nevertheless, overall, there is an appropriate breadth of demographics in each product category.

Table D4 - Study 2: Sample composition

	Fashion (38)	Food (114)	Automobiles (45)
Gender			
Male	21.1%	46.5%	91.1 %
Female	78.9%	53.5%	8.9%
Age			
18-24	10.8%	9%	2.2%
25-34	10.8%	6.1%	6.7%
35-44	21.6%	14.9%	35.6%
45-54	27.0%	17.5%	28.9%
55-64	24.3%	30.7%	2.2%
65+	5.4%	29.8%	26.7%

Data analysis follows the process in Table D5. Following testing the psychometric properties of the adopted multi-item scales mean scores for each dimension of value are calculated. Following Field (2017) normality is assessed before proceeding to apply a mixed-design analytical methodology.

Table D5 - Study 2: Data analysis steps

Step	Analytical technique	Aim
Step 1 – Examine the psychometric properties of the multi-item scales	SPSS AMOS	Examine reliability and validity of the scales
Step 2 – Assess normality	SPSS Normality test	Test for normality
Step 3 – Examine the differences between the groups of high/low and not branded as control	SPSS Mixed-design	Comparing between the mean scores of the groups

D.4.2. STUDY 2: TESTING THE PSYCHOMETRIC PROPERTIES OF THE SCALES

Given confirmatory orientation reliability and validity were accessed using the AMOS 26 and the Stats Tools Package.

D.4.2.1. Study 2: Reliability

Reliability represents both consistency and stability of measure over time (Sekaran and Bougie, 2013) and is assessed through composite reliability with 0.70 as the benchmark given the advanced stage of the adopted measures (Nunnally and Bernstein, 1994). Table D6 shows that for fashion the CR values for functional, emotional, social, epistemic, and effort exceed the 0.70 benchmark while given marginality the operationalisation of money is retained. However, money and effort in food and effort in automobiles, purification did not return acceptable CR values and therefore, for these dimensions single items are used in subsequent analysis (decision was based on selecting the most appropriate, on face validity, scale items).

Table D6 - Study 2: Reliability

Dimensions of value	CR		
	Fashion	Food	Automobile
Functional	0.889	0.704	0.880
Emotional	0.907	0.939	0.928
Social	0.938	0.865	0.919
Epistemic	0.927	0.943	0.843
Money	0.687	Single item	0.750
Effort	0.821	Single item	Single item

D.4.2.2. Study 2: Validity

Validity is the “extent to which a scale or set of measures accurately represents the concept of interest” (Hair *et al.*, 2010: 126). In other words, validity occurs when a measure measures what is supposed to (Aaker *et al.*, 2013). There are multiple types of validity including face (or consensus), content, criterion (incl. concurrent and

predictive), convergent, discriminant, and construct (Iacobucci and Churchill, 2010; Sekaran and Bougie, 2013; Aaker *et al.*, 2013). Given the stage of research, i.e. use of established and validated scales, convergent and discriminant are the two tests presented here. Convergent validity which is assessed through the Average Variance Extracted (AVE) that equate for the unobservable variable explains the variance of its manifestation (Hair *et al.*, 2017). The values of the average variance extracted for each construct should be higher than 0.5 (Fornell and Larcker, 1981; Hair *et al.*, 2017). All AVE values in Table D7 exceed the above benchmark.

Table D7 - Study 2: Convergent validity

Dimensions of value	AVE		
	Fashion	Food	Automobile
Functional	0.809	0.704	0.647
Emotional	0.830	0.837	0.812
Social	0.790	0.618	0.850
Epistemic	0.761	0.805	0.576
Money	0.575	Single item	0.506
Effort	0.706	Single item	Single item

Discriminant validity refers to whether a construct's items measure the constructs that they are assigned and supposed to measure rather than another construct in a nomological set. According to Fornell-Larcker (1981) discriminant validity is established when the square root of a construct's AVE is notably greater than its bivariate correlations. Although there are some concerns, e.g. functional and emotional scales in fashion and also emotional and epistemic also in fashion (Table D8) provides evidence of discriminant validity approximately within the expected levels - especially since not testing functional relationships.



Table D8 - Study 2: Discriminant validity


	Functional	Emotional	Social	Epistemic	Money	Effort
Functional						
Fashion	.780					
Food	.905					
Automobiles	.850					
Emotional						
Fashion	.868	.937				
Food	.686	.903				
Automobiles	.850	.911				
Social						
Fashion	.675	.776	.922			
Food	.681	.729	.871			
Automobiles	.776	.835	.931			
Epistemic						
Fashion	.715	.920	.840	.860		
Food	.698	.719	.708	.847		
Automobiles	.844	.110	.867	.816		
Money						
Fashion	.395	.340	.293	.344	.783	
Food	n/a	n/a	n/a	n/a	n/a	
Automobiles	.010	.141	.789	.152	.790	
Effort						
Fashion	.324	.255	.922	.277	.860	.863
Food	n/a	n/a	n/a	n/a	n/a	n/a
Automobiles	n/a	n/a	n/a	n/a	n/a	n/a

D.4.3. STUDY 2: TESTING MEAN VALUES (MIXED-DESIGN GLM)

The analysis moves to testing the effects of brand love on customer value using Mixed-Design GLM. According to Field (2017), GLM follows the analytical stages in Table D9. below (a 5% level of significance is adopted throughout).

Table D9 - Study 2: Analytical stages of GLM

Explore the data	Check for outliers, normality,	Boxplots, histograms, descriptive statistics	Optional: Mauchly and Levene's test
			
Fit the model	Correct outliers, normality problems	Multivariate tests, ANOVA with Greenhouse-Geisser or Huyn-Feldt correction applied.	
			
Follow-up test	Specific hypotheses No hypotheses	Planned comparisons Post hoc tests	


Calculate effect sizes

Source: Field, A. (2017) *Discovering statistics using IBM SPSS statistics*, (5th ed). SAGE Publications, London.

Using ± 1 and ± 4 as the corresponding benchmarks for skewness kurtosis one outlier was removed for the fashion product category. The full account of the analysis for the functional dimension in the fashion product category is presented below. To avoid repetition, Appendix 2.3. presents comparable information for the other dimensions of value for all three product categories.

Following assessment of normality, sphericity was investigated. Sphericity, one of the assumptions when carrying mixed design analysis, refers to homogeneity of variance amongst the experimental manipulations and is assessed with Mauchly's test. The information in see Table D10 indicated support for the assumption of sphericity (the Mauchly's Sig. of 0.084 is greater than the adopted 5% level of significance).

Table D10 – Study 2: Fashion – Functional dimension, Mauchly's Test of Sphericity

Within Subjects Effect	Mauchly's	Approx. Chi-Square	df	Sig.	Epsilon ^b		
					Greenhouse-Geisser	Huynh-Feldt	Lower-bound
brand_love	.865	4.949	2	.084	.881	.950	.500

Looking across the sphericity-assumed row in Table D11., the main effects of brand love are significant ($sig. = .000$) and the same applies to the interaction between brand love and order ($sig. = .023$). The order is a controlling rather a substantive part of this study therefore, the author will not comment further here, however, will return to the matter in the managerial implications and guidelines implications section (Section F.2).

Table D11 – Study 2: Fashion – Functional dimension, testing within-subjects effects

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
brand_love	Sphericity Assumed	13.708	2	6.854	14.393	.000
	Greenhouse-Geisser	13.708	1.761	7.782	14.393	.000
	Huynh-Feldt	13.708	1.901	7.213	14.393	.000
	Lower-bound	13.708	1.000	13.708	14.393	.001
brand_love * Order	Sphericity Assumed	3.786	2	1.893	3.975	.023
	Greenhouse-Geisser	3.786	1.761	2.149	3.975	.028
	Huynh-Feldt	3.786	1.901	1.992	3.975	.025
	Lower-bound	3.786	1.000	3.786	3.975	.054
Error(brand_love)	Sphericity Assumed	33.333	70	.476		
	Greenhouse-Geisser	33.333	61.648	.541		
	Huynh-Feldt	33.333	66.519	.501		
	Lower-bound	33.333	35.000	.952		

Having established significant differences between the two levels of brand love and no brand the analysis proceeds to identify the source(s) through pairwise comparisons. The results in Table D12. indicate significant difference between all pairwise comparisons. Therefore, with reference to their respective mean values, it could be concluded that the mean value for functional value of ‘high’ brand love ($M = 4.297$) is significantly higher than ‘no brand’ ($M=3.937$) which in turn is significantly higher than ‘low’ brand love ($M = 3.425$).

Table D12 – Study 2: Fashion – Functional Dimension, means and pairwise comparisons

Measure: FUNCTIONAL

brand love	Mean	Std. Error
High	4.297	.120
Low	3.425	.171
No brand	3.937	.124

		Mean Difference		
(I) brand love	(J) brand love	(I-J)	Std. Error	Sig. ^b
High	Low	.872*	.174	.000
	No brand	.360*	.130	.027
Low	High	-.872*	.174	.000
	No brand	-.512*	.181	.023
No brand	High	-.360*	.130	.027
	Low	.512*	.181	.023

Following the same as above approach Tables D13.1. to D13.3. present a summary of the results for all the dimensions for each of the product categories.

Table D13.1 – Study 2 - Fashion

Value dimensions	Mauchly's Test of Sphericity	Main effects of brand love	Multiple comparisons of the main effects of brand love
Functional	Sig. = .084 sphericity assumed	Sig = .000	High love > No brand > Low love
Emotional	Sig. = .009 sphericity is not assumed Greenhouse-Geisser row has been followed Sig.= 805	Sig = .000	High love > No brand > Low love
Social	Sig. = .654 sphericity assumed	Sig = .000	High love > No brand = Low love
Epistemic	Sig. = .124 sphericity assumed	Sig = .000	High love > No brand = Low love
Money	Sig.=.019 sphericity is not assumed Greenhouse-Geisser row has been followed Sig.= 187	Sig. = .187	NSD
Effort	Sig.=.010 sphericity is not assumed Greenhouse-Geisser row has been followed Sig.=.809	Sig. = .621	NSD

Table D13.2 – Study 2 - Food

Value dimensions	Mauchly's Test of Sphericity	Main effects of brand love	Multiple comparisons
Functional	Sig. = .000 sphericity is not assumed Greenhouse-Geisser row has been followed Sig.= .821	Sig =.000	No brand >High love> Low love
Emotional	Sig. =.046 sphericity is not assumed Greenhouse-Geisser row has been followed Sig.=.949	Sig =.000	No brand = High love> Low love
Social	Sig.=.000 sphericity is not assumed Greenhouse-Geisser row has been followed Sig.= 843	Sig.= .000	No brand > High love > Low love
Epistemic	Sig. =..000 sphericity is not assumed Greenhouse-Geisser row has been followed Sig.= 837	Sig. = .000	High love > No brand=Low love
Money	Sig.= .036 sphericity is not assumed Greenhouse-Geisser row has been followed Sig.=.945	Sig. = .003	No brand>Low love>High love
Effort	Sig. =..000 sphericity is not assumed Greenhouse-Geisser row has been followed Sig.= 801	Sig. =.821	NSD

Table D13.3 – Study 2 - Automobile

Value dimensions	Mauchly's Test of Sphericity	Main effects of brand love	Multiple comparisons
Functional	Sig. = .026. sphericity is not assumed Greenhouse-Geisser row has been followed	Sig =.000	High love=No brand > Low love
Emotional	Sig. = .384 sphericity assumed	Sig = .000	High love> No brand > Low love
Social	Sig. = .457 sphericity assumed	Sig = .000	High love=No brand>Low love
Epistemic	Sig. =.081 sphericity assumed	Sig = .000	High love >No brand>Low love
Money	Sig.= .729 sphericity assumed	Sig. = .049	High love=No brand>Low love
Effort	Sig.= .085 sphericity assumed	Sig. = .093	NSD

D.5. STUDY 2: DISCUSSION

Study 2 aimed to examine the blinding effect of brand love on customer perceived value in three categories: fashion, food and automobiles. Table D14. below provides a summary of the above analysis.

Table D14 - Study 2: Findings summary

	Fashion	Food	Automobiles
Functional	High love> No brand > Low love	No brand >High love> Low love	High love=No brand > Low love
Emotional	High love > No brand > Low love	No brand = High love> Low love	High love> No brand > Low love
Social	High love > No brand = Low love	No brand > High love > Low love	High love=No brand>Low love
Epistemic	High love > No brand = Low love	High love > No brand=Low love	High love >No brand>Low love
Money	NSD	No brand>Low love>High love	High love=No brand>Low love
Effort	NSD	NSD	NSD

D.5.1. STUDY 2: BENEFIT DIMENSIONS OF VALUE

Focusing on high and low brand love the results in Table D14 indicate convergence in terms of the benefit dimensions for the fashion and automobile categories. Specifically, the mean values associated with high love are significantly higher than low love brands. However, we find variations in the location of no brand. For example, in the fashion category, although the means of such products are significantly lower than high love brands for all the benefit dimensions the corresponding direction to low love brands is not consistent (higher than low brand love in functional and emotional whereas not significantly different in the social and epistemic dimensions). In the food category although high love brands associate with higher means compared to low love brands, no brand has the highest mean for the functional, social, and epistemic dimensions of value.

Given the novelty of this study directly embedding the above results in extant literature is not feasible. However, the relevance of self-identity (Fournier, 1998) and self-

expression (Wallace *et al.*, 2014) in fashion and automobile products provide an explanatory for the amplified effects of high brand love that in turn lead to significantly higher perceptions of value related benefits. Further, given that some authors treat brand love as a consumption-related emotion (Richins, 1997; Ahuvia, 2005; Huber *et al.*, 2015), it is argued that such emotions are dominant in the purchase of fashion and automobile products.

This author proposes three reasons that explain the differing to the above pattern in food products. The prevalence of own and lesser-known brands in food products is the first reason. The second reason relates to the importance of attributes such as convenience, variety, freshness, and price associated with food products which diminish the effects of branding (Ali *et al.*, 2010). The third reason is based on Rossiter (2012) who found that brand love is low in the FMCG context.

D.5.2. STUDY 2: SACRIFICE DIMENSIONS OF VALUE

The possible explanation of the non-significant results of the dimension of sacrifices (Table D14.) in both the fashion and automobile categories could be explained using personal equity-comparison theory, which posits that the decision of whether something is of value is matched to *compensatory expectation* rather than cost itself (Seta and Seta, 1992). In other words, value is not compared to the actual product itself, rather, it is compared to the *expectation* from acquiring it. Consumers raise their expectations when they invest resources. Therefore, dimensions of sacrifices could be perceived as a sunk cost of a purchase – almost peripheral – if the expectations are fulfilled. And in contrast to the fashion and automobile categories, in the food category, the data show that brand love indeed blinds perception of money (part of the sacrifices dimensions) in the food category. Therefore, when the expectations from the purchase are low, the cost becomes significant as consumers notice it.

D.5.3. STUDY 2: CONCLUSIONS

The above findings provide new and novel insights into the role of brand love in the formation of perceptions of value. Crucially, this study advances knowledge on the blinding effect of brand love and, in particular, contributes to the literature which claims that brand love is similar to interpersonal love (Shimp and Madden, 1988; Whang *et al.*, 2004; Thomson *et al.*, 2005; Albert, Merunka and Valette-Florence, 2008; Albert *et al.*, 2009; Maxian *et al.*, 2013).

At a general level, the results support the expectation that brand love blinds perception of value, however, depending on the category. In this respect, the findings indicate that positive illusions, found in the domain of social psychology (e.g., Hall and Taylor, 1976; Van Lange and Rusbult, 1995; Murray *et al.*, 1996; Murray and Holmes, 1997), also apply to brand love. However, brand love is not identical to interpersonal love in two key aspects, (a) the blinding effect applies predominantly to benefits in the fashion and automobile product categories, and (b) no brand dominates high love brand in food products. These observations are in line with both the idiosyncratic and relativistic characteristics of value.

CHAPTER E: STUDY 3 - TESTING THE IMPACT OF BRAND LOVE DIMENSIONS ON DIMENSIONS OF CUSTOMER PERCEIVED VALUE

E.1. STUDY 3: INTRODUCTION AND AIM OF THE STUDY

Study 1 identified that brand love is similar to interpersonal love, and it occupies a proximal space to customer perceived value. Study 2 confirms that brand love indeed is blind when it comes to the ‘*benefits*’ perceptions of value in fashion context, partly in automobile and is not blind in food category. Empirical evidence in Study 2 of such effects leads to question previous studies (Chapter B3. - Huber *et al.*, 2015; Karjaluoto *et al.*, 2016; Kang, 2018) where the dominant conceptualisation of customer perceived value is presented as an antecedent of brand love. Extant studies modelled value, in particular, hedonic (Huber *et al.*, 2015; Karjaluoto *et al.*, 2016) as a significant antecedent of brand love.

With the Study 2 in mind, it is expected that a reciprocal relationship will also be positive, i.e. brand love will have a positive effect on customer perceived value. The logic is extended from considering brand love and customer perceived value at aggregate level to the relationships at dimensional level. As in Study 2 distinction is made in terms of the benefit and sacrifice dimensions of customer perceived value, i.e. expect a positive (negative) relationship between the dimensions of brand love and the benefit (sacrifice) dimensions of customer perceived value. Further, on the evidence in Chapter D the expectation is that the strength of the above relationships will be different between high and low love brands. Lacking theoretical justification, the latter expectation does not impose a directional relationship. Grounded on these observations this study treats brand love as a determinant of customer perceived value and examines the implied functional relationships at a disaggregate or dimensional level.

The adopted conceptualisation and operationalisation of brand love is based on Batra *et al.* (2012; later modified by Bagozzi *et al.*, 2017) and includes the following cognitive, emotional and behavioural dimensions: ‘*long-term relationship*’, ‘*attitude valence*’,

'anticipated separation distress', *'attitude strength'* and higher order structure for: *'self-brand integration'*, *'passion-driven behaviors'*, and *'positive emotional connection'*. Consistent with Study 2 (Section D.2.2.) value is conceptualised and operationalised using theory of consumption values.

E.2. STUDY 3: METHODOLOGY

E.2.1. STUDY 3: RESEARCH DESIGN

To address the above aim, a modified scenario, based on phase one of Study 2, in the fashion category is employed and similar to Study 2, an experimental design is employed. Unlike Study 2, the data were collected at one point in time. Justification to select fashion category for this study is threefold: the results from Study 2, i.e. stability of operationalisations and identified significant differences between high and low brand love in fashion, moreover, the fashion category has been widely used in the extant research on brand love (for example, Bagozzi *et al.*, 2017, see B3.1. and B3.2.)

Factorial, within-subjects, experimental design - one independent variable at two levels (high and low of brand love - randomised) and one dependent (each dimension of customer perceived value) was applied. Since most of this Study's methodological actions and considerations are identical to those in Study 2, to avoid unnecessary repetition, commentary relates only when there are differences from Study 2.

E.2.1.2. Study 3: Sampling, measures and measurements, questionnaire design and data collection

Given that PLS is the chosen analytical platform (see Section E.3.2.) the sample size is calculated following the recommendations in Hair *et al.* (2017). These authors recommend at least ten times the number of either the indicators of the most complex formative construct or the largest number of antecedent constructs leading to an endogenous construct, whichever is greater. Given that this study does not contain formative measures the latter is adopted. With six dimensions of brand love as

determinants of each of the value dimensions the recommendation leads to a minimum of 60 observations. However, to ensure efficient bootstrapping the above number was doubled to 120. Data were collected, using the same list broker as in Study 1, between August and September 2018.

The measures and measurement of perceptions of value are the same as in Study 2 while those for brand love are presented in Table E1. The scale used is borrowed from Batra (2012) and Bagozzi (2017) - participants were asked to state their level of agreement on a 7-point scale anchored at Strongly Agree and Strongly Disagree. The design of the questionnaire adhered to the procedures in Study 2 with the brand love questions following those related to value (see Appendix 3.1.) and the same as in Study 2 data collection approach was applied.

Table E1 - Study 3. Brand love measures and measurements

	Brand Love construct and its dimensions	Measures	Measurement
Batra <i>et al</i> (2012) Bagozzi <i>et al.</i> (2017)	Higher order factor Self-brand integration	Current self-identity Desired self-identity Life meaning and intrinsic rewards Attitude strength 1	Says something 'true' and 'deep' about whom I am as a person? Is an important part of how I see myself? Make me look like I want to look? Make me feel like I want to feel? Make my life more meaningful? Contribute something towards making my life worth living? Find myself thinking about it? Find it keeps popping into my head?
	Higher order factor Passion-driven behaviors	Willingness to invest resources Passionate desire to use Things done in the past (involvement)	Willing to spend a lot of money improving and fine-tuning it? Willing to spend a lot of TIME improving and fine-tuning this trench coat after I buy it? Desiring to wear this trench coat? Longing to wear this trench coat? Thought about it in the past? Considered buying trench coats from this brand in the past?
	Higher order factor Positive emotional connection	Factor Intuitive fit Emotional attachment Positive affect	I feel there is a natural 'fit' between the trench coat and myself. This trench coat fits my own tastes perfectly. I feel emotionally connected to it. I have a 'bond' with it. Is fun? Is exciting?
	Long-term relationship		I will be wearing this trench coat for a long time.

			This trench coat will be part of my life for a long time to come.
	Anticipated separation distress		Suppose this trench coat was to go out of existence, to what extent would you feel Anxiety? Apprehension?
	Attitude valence		On the following scale, please express your overall feelings and evaluations towards this trench coat?

E.3. DATA ANALYSIS

E.3.1. STUDY 3: DATA COLLECTION AND EXAMINATION

The adopted questionnaire design eliminated the possibility for missing cases and following examination of straight lining etc. a total of 122 respondents was obtained. Table E1 shows, compared to Study 2, a more balanced gender classification.

Table E2 – Study 3: Sample composition

	Fashion (122)
Gender	
Male	51.6%
Female	48.4%
Age	
18-24	10.2%
25-34	25.8%
35-44	21.9%
45-54	15.6%
55-64	18.8%
65+	7.8%

E.3.2. STUDY 3: ANALYTICAL APPROACH

Two generations of multivariable analytical (MVA) techniques exist: notably, first and second (Hair *et al*, 2013). Cluster analysis, exploratory factor analysis and multidimensional scaling belong to the first generation. For this study a more advanced,

structural equation modelling technique which belongs to the second generation of MVA has been selected. Second generation of MVA comprises of Covariance Based SEM (CB-SEM) and Partial Least Square (PLS-SEM).

Covariance Based-SEM (Jöreskog, 1969) is a ‘classical’ or confirmatory based approach focusing on covariance and also on the estimation how well the model fits data (Blunch, 2008; Holye, 2012). Covariance Based-SEM is used (Hoyle, 2012) in establishing causality where PLS SEM is concerned with prediction-relevance (Hair *et al*, 2014).

The decision to choose PLS-SEM as a methodology to analysis data is based on the following reasons (see Hair *et al*, 2013, 2014 and 2017). First, the main purpose of this study is to test functional relationships and theory development rather than theory generation. Second, the sample size is relatively small. Third, PLS-SEM can handle non-parametric data. Moreover, unlike, CB-SEM which has strict requirements regarding the minimum number of indicators: every latent variable should be measured using at least three to four indicators to ensure meaningful results (Baumgartner and Homburg, 1996), PLS allows unrestricted use of single item constructs (Ringle, Sarstedt and Straub, 2012).

PLS has been called a soft modelling technique. This ‘soft’ attribute refers to the ability of PLS “to exhibit greater flexibility in handling various modelling problems in situations where it is difficult or impossible to meet the hard assumptions of more traditional multivariate statistics” (Vinzi *et al.*, 2010, p. 2). PLS methodology has achieved a strong preference in social sciences and, especially, in marketing (Bagozzi, 1994; Fornell *et al.*, 1996; Hair *et al.*, 2011, 2012). In applying PLS SEM the steps in Figure E1 are followed.

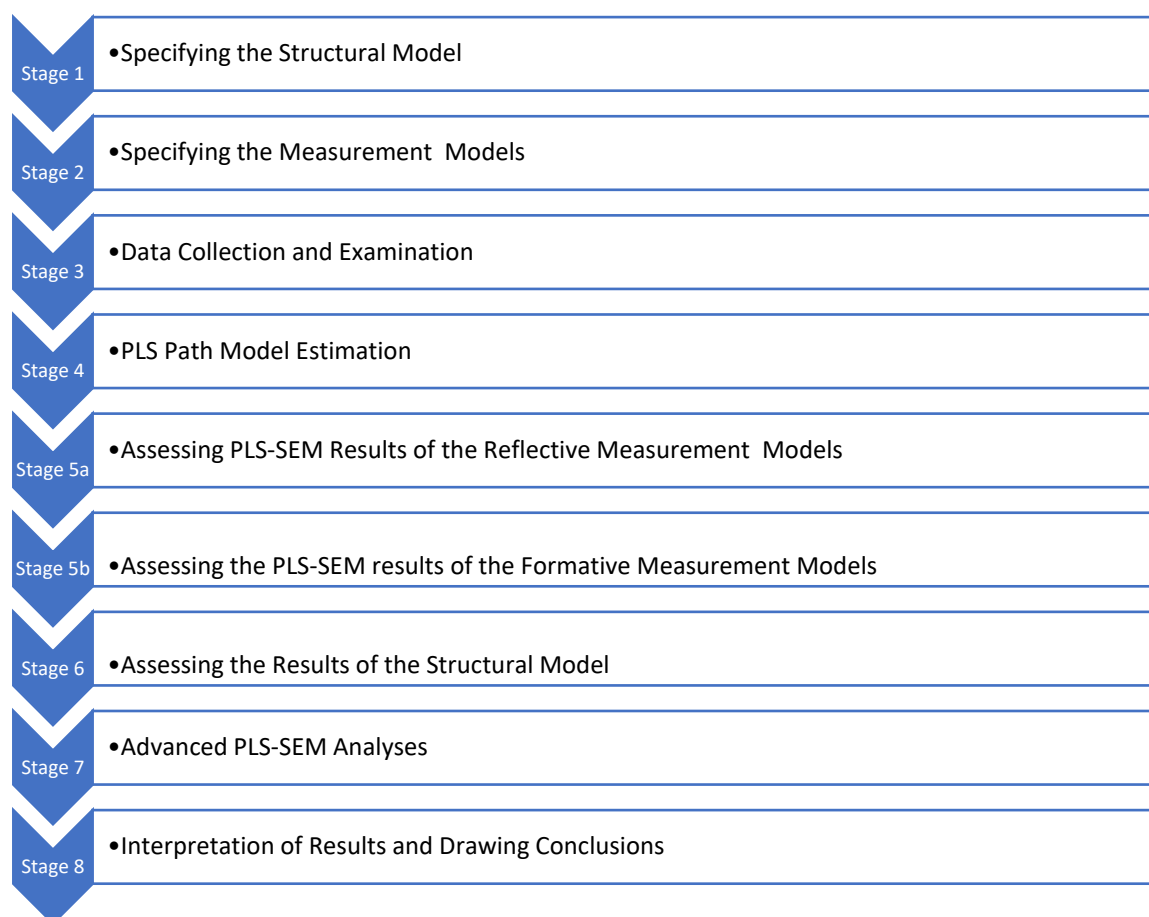


Figure E1 – Study 3: A systematic procedure for applying PLS-SEM.

Source: Hair, F. Jr., Hult, G. T. M, Ringle, C.M., Sarstedt, M. (2014) *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. FLondon: Sage Publications, Inc.

E.3.2.1. Study 3: Stage 1 - Specifying the structural (inner) model

The model below represents the structural relationships between the unobservable constructs. The direction of these relationships depicted by priori hypothesis when brand love causes variance in customer perceived value.

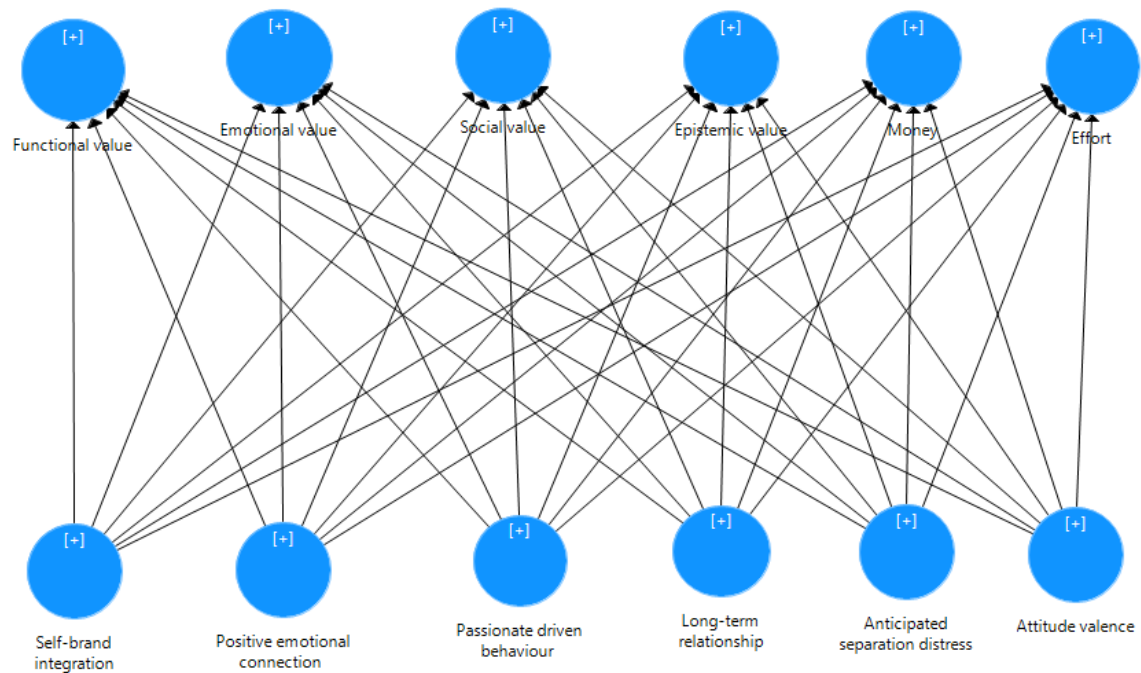


Figure E2 - Study 3: The hypothesised functional relationships

E.3.2.2. Study 3: Stage 2 - Specifying the measurement (outer) model

Assessment of the measurement (outer) model presents information about the relationships between constructs and indicators (similar to testing the psychometric properties in Study 2). The measurement model for the current study is depicted in Figure E4. The yellow boxes depict the indicators (manifestations) of the constructs (in blue). Structural Equation Modelling required distinguishing between reflective and formative constructs. Reflective are latent variables that occur and guide subsequent correlated actions (arrows from the construct to its indicators; see -a- in Figure E3). Formative constructs are latent variables that derive from a set of non-consistent actions leading to an index (arrows from the indicators to the construct; see -b- in Figure E3). In this study, all dimensions were developed and therefore treated as reflective. The nature of the relationships between constructs and their indicators suggest the reflective nature of the latent variables (Hair *et al.*, 2017). Hence, the assessment approach adopted in this study assess the results of a reflective measurement model.

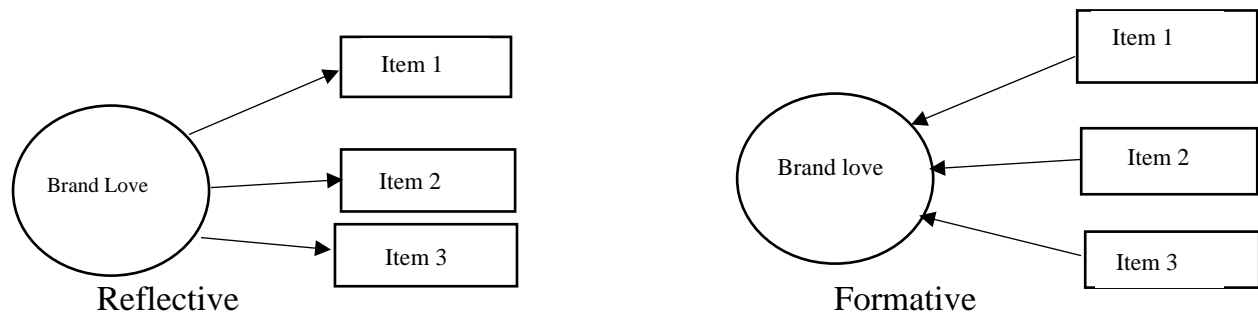


Figure E3 – Study 3: Reflective and formative constructs

Source: Hair, F. Jr., Hult, G. T. M, Ringle, C.M., Sarstedt, M. (2014) *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* London: Sage Publications, Inc.

E.3.2.3. Study 3: Stage 3 - Data collection and examination

Related commentary is in Section D.4.1., above applies. However, given that normality is not a requirement of PLS-SEM skewness and kurtosis were not examined.

E.3.2.4. Study 3: Stage 4 – PLS path model estimation

This step relates to how the PLS-SEM algorithm works. Fundamentally, PLS-SEM ‘is an OLS regression-based estimation’ (Hair *et al.*, 2017, p. 86). Unlike CB-SEM, PLS-SEM does not attempt to create a global goodness of fit measure, instead it attempts to maximise the variance explained for every endogenous variable. Chapter 3 in Hair *et al.* (2017) presents a summary of the main issues.

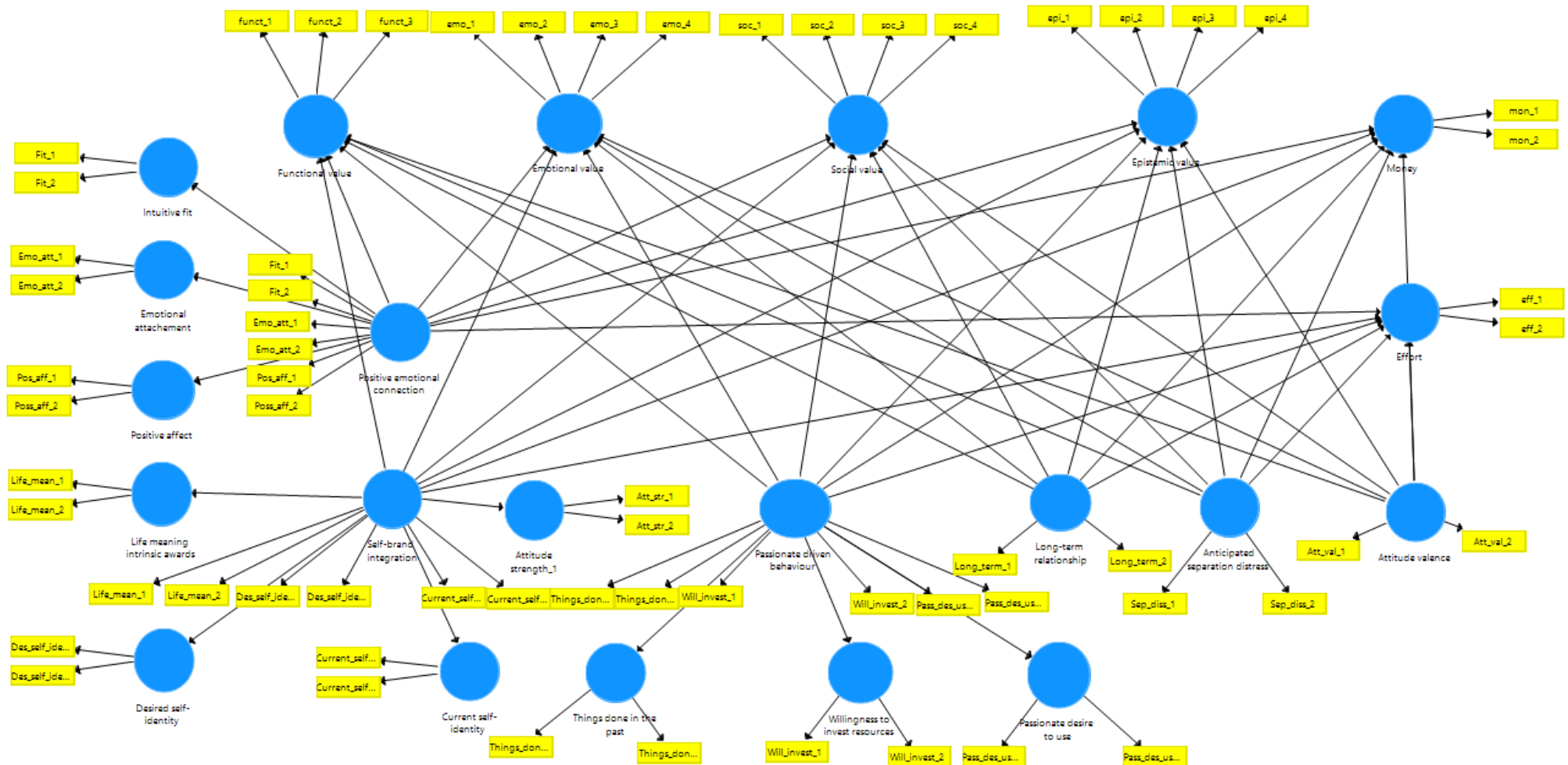


Figure E4 - Study 3. Functional relationship with indicators

E.3.2.5. Study 3: Stage 5a – Assessing PLS-SEM Results of the Reflective Measurement Model (outer) model

E.3.2.5.1. Study 3: Reliability

Similar to Study 2 reliability is assessed through composite reliability (CR) with the same benchmarks as before (i.e., $CR > .70$). In addition, the loadings of the indicators on their respective construct must be significant and greater than 0.70 (Hair *et al.*, 2017). Although loadings of two items (functional_1 and money_1) were marginally below the .70 benchmark (Appendix 3), the composite reliability of the respective constructs were above 0.70 (see Table E3) and therefore no purification was deemed necessary.

E.3.2.5.2. Study 3: Validity

Similar to Study 2 convergent and discriminant are the two tests of validity. For convergent validity the AVE should be greater than .50. The information in Table E3 indicates convergent validity. For discriminant validity, which refers to the extent to which two associated concepts are truly distinct (Hair *et al.*, 2006), in addition to the Fornell and Larcker procedure cross loadings and the HTMT matrix should be examined (Table E3).

Table E3 – Study3: Summary of the assessment of the outer model

	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[11]	[12]	[13]	[14]	[15]	[16]
Anticipated separation distress [1]	0.969	0.367	0.549	0.454	0.119	0.45	0.666	0.481	0.18	0.478	0.422	0.089	0.556	0.613	0.515	0.545
Attitude valence [2]	0.347	0.977	0.716	0.738	0.241	0.926	0.660	0.838	0.709	0.639	0.773	0.094	0.755	0.716	0.714	0.77
Current self-identity [3]	0.512	0.674	0.967	0.893	0.183	0.757	0.698	0.715	0.576	0.738	0.783	0.167	0.821	0.795	0.787	0.995
Desired self-identity [4]	0.421	0.691	0.826	0.961	0.199	0.799	0.658	0.696	0.502	0.700	0.826	0.354	0.855	0.757	0.723	0.986
Effort [5]	0.082	0.002	-0.006	-0.145	0.85	0.229	0.181	0.302	0.120	0.162	0.165	0.943	0.172	0.193	0.206	0.200
Emotional value [6]	0.419	0.872	0.705	0.738	-0.024	0.906	0.662	0.882	0.816	0.647	0.836	0.146	0.842	0.739	0.765	0.810
Emotional attachment [7]	0.623	0.623	0.652	0.61	0.115	0.617	0.97	0.665	0.407	0.726	0.718	0.102	0.869	0.958	0.804	0.766
Epistemic value [8]	0.442	0.783	0.662	0.643	0.074	0.818	0.609	0.831	0.624	0.67	0.747	0.14	0.727	0.722	0.773	0.765
Functional value [9]	0.159	0.609	0.5	0.438	0.017	0.697	0.352	0.527	0.815	0.454	0.592	0.322	0.566	0.479	0.564	0.563
Life meaning and intrinsic rewards [10]	0.446	0.601	0.686	0.646	0.097	0.6	0.677	0.613	0.387	0.966	0.629	0.125	0.711	0.784	0.673	0.926
Long term relationship [11]	0.398	0.737	0.737	0.772	-0.007	0.786	0.678	0.703	0.522	0.592	0.976	0.092	0.876	0.795	0.779	0.823
Money [12]	-0.048	-0.087	-0.13	-0.273	0.686	-0.087	0.069	-0.07	0.069	-0.063	-0.086	0.814	0.107	0.125	0.142	0.237
Passionate desire to use [13]	0.515	0.703	0.756	0.782	-0.015	0.774	0.805	0.67	0.492	0.656	0.816	-0.065	0.959	0.979	0.866	0.878
Passion-driven behaviors [14]	0.575	0.681	0.747	0.708	0.078	0.695	0.9	0.669	0.421	0.733	0.757	-0.012	0.914	0.882	0.851	0.859
Positive effect [15]	0.481	0.672	0.733	0.669	0.131	0.713	0.75	0.7	0.481	0.626	0.733	0.059	0.799	0.799	0.967	0.803
Self-brand integration [16]	0.51	0.728	0.933	0.918	-0.023	0.757	0.715	0.709	0.491	0.853	0.779	-0.175	0.812	0.807	0.751	0.87
Social value [17]	0.476	0.754	0.613	0.572	0.007	0.82	0.602	0.781	0.561	0.585	0.667	-0.055	0.633	0.648	0.592	0.654
Things done in the past [18]	0.534	0.619	0.667	0.609	0.121	0.616	0.835	0.601	0.363	0.63	0.657	0.018	0.765	0.924	0.703	0.704
Willingness to invest resources [19]	0.532	0.542	0.623	0.543	0.115	0.509	0.835	0.563	0.292	0.729	0.596	0.018	0.733	0.91	0.688	0.697
Intuitive fit [20]	0.475	0.748	0.746	0.816	0.007	0.767	0.764	0.706	0.518	0.662	0.816	-0.061	0.87	0.855	0.763	0.823
Positive emotional connection [21]	0.572	0.745	0.776	0.764	0.091	0.765	0.912	0.734	0.494	0.715	0.812	0.023	0.9	0.928	0.915	0.834

	[17]	[18]	[19]	[20]	[21]	CR	AVE
<i>Anticipated separation distress [1]</i>	0.509	0.578	0.568	0.512	0.611	0.969	0.939
<i>Attitude valence [2]</i>	0.798	0.664	0.573	0.798	0.783	0.977	0.954
<i>Current self-identity [3]</i>	0.656	0.725	0.666	0.805	0.893	0.966	0.935
<i>Desired self-identity [4]</i>	0.616	0.667	0.585	0.886	0.818	0.961	0.924
<i>Effort [5]</i>	0.165	0.188	0.177	0.158	0.197	0.838	0.723
<i>Emotional value [6]</i>	0.88	0.668	0.546	0.827	0.813	0.948	0.821
<i>Emotional attachment [7]</i>	0.643	0.903	0.890	0.822	0.973	0.969	0.94
<i>Epistemic value [8]</i>	0.843	0.663	0.618	0.767	0.796	0.899	0.69
<i>Functional value [9]</i>	0.651	0.423	0.344	0.595	0.565	0.854	0.664
<i>Life meaning and intrinsic rewards [10]</i>	0.627	0.684	0.781	0.715	0.763	0.965	0.933
<i>Long term relationship [11]</i>	0.705	0.705	0.630	0.87	0.854	0.976	0.953
<i>Money [12]</i>	0.092	0.08	0.159	0.086	0.119	0.789	0.662
<i>Passionate desire to use [13]</i>	0.685	0.838	0.79	0.949	0.968	0.958	0.92
<i>Passion-driven behaviors [14]</i>	0.688	0.998	0.971	0.914	0.983	0.954	0.777
<i>Positive effect [15]</i>	0.634	0.762	0.736	0.823	0.975	0.966	0.935
<i>Self-brand integration [16]</i>	0.698	0.763	0.747	0.885	0.885	0.949	0.757
<i>Social value [17]</i>	0.919	0.639	0.588	0.728	0.723	0.956	0.844
<i>Things done in the past [18]</i>	0.59	0.958	0.838	0.854	0.909	0.957	0.918
<i>Willingness to invest resources [19]</i>	0.552	0.777	0.971	0.739	0.854	0.971	0.943
<i>Intuitive fit [20]</i>	0.677	0.783	0.689	0.963	0.984	0.963	0.928
<i>Positive emotional connection [21]</i>	0.681	0.843	0.802	0.922	0.886	0.956	0.784

Note: Diagonal values in bold are square root of AVE, below diagonal are bivariate correlations; above diagonal are HTMT value.

Overall, measures display adequate discriminant validity except for ‘passionate driven behavior’ higher order dimension of brand love comprising of ‘positive_emo_connection’, ‘things_done_past’ and ‘willingness_to_invest_resources’ (Fornell and Larcker). However, it was retained at this stage - the final decision would be made after the collinearity assessment of the inner model (Step 6).

Cross loadings refer to the loadings of each indicator to all the model constructs and it follows that for discriminant validity to hold the loadings of each indicators with their respective construct should be notably greater than those with the other constructs. Some of the cross loadings were below 0.50 (i.e., money and effort) which are below the criteria for retaining items in the further analysis. However, the items were not

removed from further analysis at this stage as other parameters were taken into account. For visual clarity Table E4 presents a cropped version of cross loadings (the full version could be found in the Appendix 3.2.).

The HTMT criterion is based on the multi-trait multi-method matrix method. This method measures the construct validity for the construct within a model. According to Hair *et al.* (2017), values below 0.90 suggest the presence of discriminant validity between two constructs. However, not all of the items where the problems again appeared to be with ‘passionate driven behaviors’ higher order dimension.

A potential explanation of these issues is that under SEM-PLS the repeated measures approach was applied. As the brand love construct is a high order factor model, some repeated indicators might be causing these problems therefore, collinearity assessment is necessary before removal of the items.

Table E4 - Study 3 - Cross loadings (cropped version)

	Ant_sep	Att_valen	Curr_self	Des_self	Effort	Emot	Emo_att	E
Att_val_1	0.359	0.977	0.679	0.7	0.013	0.858	0.631	
Att_val_2	0.318	0.977	0.639	0.649	-0.009	0.844	0.585	
Current_self	0.492	0.679	0.968	0.833	-0.026	0.71	0.642	
Current_self	0.492	0.679	0.968	0.833	-0.026	0.71	0.642	
Des_self_1der	0.385	0.68	0.801	0.962	-0.158	0.721	0.579	
Des_self_1der	0.385	0.68	0.801	0.962	-0.158	0.721	0.579	
Des_self_1der	0.425	0.648	0.787	0.961	-0.121	0.697	0.594	
Des_self_1der	0.425	0.648	0.787	0.961	-0.121	0.697	0.594	
Emo_att_1	0.604	0.608	0.641	0.627	0.121	0.595	0.97	
Emo_att_1	0.604	0.608	0.641	0.627	0.121	0.595	0.97	
Emo_att_2	0.604	0.599	0.622	0.556	0.108	0.601	0.969	
Emo_att_2	0.604	0.599	0.622	0.556	0.108	0.601	0.969	

E.3.2.6. Study 3: Step 6 - Assessing the structural (inner) model

- **Collinearity Assessment:** The first condition, prior to the assessment of the functional relationships in the inner model and the examination of the predictive strength, is the collinearity between the variables. Collinearity is a condition in which some of the independent variables are highly correlated. Collinearity tends to inflate the variable of at least one estimated regression coefficient. The collinearity between

constructs is assessed through the variance inflator factor (VIF). Hair *et al.* (2017) suggest that values above 5.00 indicate collinearity. If collinearity is detected, the researcher may consider removing or merging the related predictive variables or even creating another layer (order) in the model. The VIF values suggest that there is indeed an issue with collinearity. After deleting repeated items in the higher order structure of the model, and removing problematic items ('passionate driven behaviors', 'emotional 3' and effort_1 - combined with loadings issues) collinearity was within expected level and the model indicated no concerns with psychometric properties. The next step is to assess the functional relationships in the model.

- **Explanatory/Predictive Power (R^2) and Predictive Relevance (Q^2):** Similar to classical regression analysis the R^2 for each of the dependent variables is a measure of predictive power. Hair *et al.* (2017) suggest that values around 0.75 indicate substantial, those over 0.50 are considered to have moderate, whereas values close to 0.25 denote weak explanatory power. In addition, Q^2 values provide information regarding predictive relevance (Stone, 1974; Geisser, 1974). Using a blindfolding approach, the majority of Q^2 values are above 0 indicate predictive relevance (Hair *et al.*, 2017).

Table E5 shows that, with the exception of functional in high love, the R^2 values of the benefit related dimensions of value are at least moderate whereas those of the sacrifice dimensions are weak. In terms of predictive relevance, the Q^2 values of all the benefit dimensions are greater than 0 while only effort in low value demonstrates predictive relevance.

Table E5 – Study 3: Explanatory power and predictive relevance

	High love		Low love	
	R^2	Q^2	R^2	Q^2
Functional	0.286	0.122	0.554	0.370
Emotional	0.729	0.498	0.861	0.709
Social	0.551	0.414	0.750	0.632
Epistemic	0.656	0.352	0.730	0.498
Money	0.145	-0.072	0.078	-0.093
Effort	0.099	-0.065	0.168	0.043

- **Path Coefficients:** The Path Coefficients are estimations of the functional relationships between the constructs within a model (Hair *et al.*, 2017). Path coefficients in PLS-SEM are assessed following the bootstrapping method that, using the initial sample and creates many subsamples which in turn define a derived probability function (similar to the central limit theorem); in this study 1000.

For high brand love, from Table E6 we see that ‘*attitude valence*’ is a significant determinant of social and epistemic value as well as the effort dimension of sacrifices (note the positive relationship of the last relationship). ‘*Attitude valence*’ significantly impacts all the get dimensions but none of the give dimensions of value. ‘*Long term-relationship*’ affects the emotional social and epistemic dimensions of value. Compared to the above dimensions of brand love, ‘*passionate driven behaviour*’ and ‘*self-brand integration*’ have little effect on the formation of perceptions of value. The former is not a significant determinant of any of the value dimensions while the latter impacts only on emotional value and perceptions of monetary sacrifices.

Table E6 – Study 3: Structural (inner model) assessment: High love

High Love	Standardized path coefficients (t-values)					
<i>Functional relationships</i>						
	Functional value	Emotional value	Social value	Epistemic value	Money	Effort
Self brand integration - →	-0.002 (0.01) NS	0.178 (1.732)*	-0.11 (0.615) NS	0.021 (0.159) NS	-0.471 (1,754)*	-0.161 (0.837) NS
Passion driven behaviours →	-0.105 (0.468) NS	-0.186 (1.581) NS	0.237 (0.708) NS	-0.190 (1.300) NS	-0.235 (1.325) NS	-0.014 (0.073) NS
Long term relationship →	0.090 (0.409) NS	0.199 (1.900)*	0.359 (2.422)**	0.302 (2.235)*	-0.186 (0.676) NS	-0.103 (0.582) NS
Anticipated separation distress →	-0.149 (1.096) NS	0.079 (1.153) NS	0.394 (3.220)**	0.249 (2.619)**	0.185 (0.850) NS	0.316 (2.121)*
Attitude valence - →	0.544 (3.054)**	0.704 (6.271)***	0.515 (3.391)***	0.595 (4.937)***	0.117 (0.573) NS	0.217 (1.109) NS

Note: * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$, NS=Not significant

The functional relationships between the brand love and perceptions of value dimensions for low brand love are in Table E7. Anticipated separation distress is a significant determinant of only the effort dimension of sacrifices. Similar to high brand love, ‘*attitude valence*’ has a significant impact on all the get and neither of the give dimensions of value. ‘*Long term relationship*’, ‘*passion driven behaviours*’, and ‘*self-brand integration*’ impact, correspondingly, on the ‘*emotional*’, ‘*effort*’ and ‘*functional*’ dimensions of value.

Table E7 – Study 3: Structural (inner model) assessment: Low love

Low Love	Standardized path coefficients (t-values)					
<i>Functional relationships</i>						
	Functional value	Emotional value	Social value	Epistemic value	Money	Effort
Self brand integration - →	0.444 (1,926)*	0.02 (0.129) NS	-0.007 (0.035) NS	0.294 (1,342) NS	-0.681 (1,649) NS	-0.085 (0.262) NS
Passion driven behaviors →	-0.141 (0.686) NS	0.107 (0.881) NS	0.305 (1,646) NS	0.171 (0.987) NS	0.627 (1,647) NS	0.409 (1,698)*
Long term relationship →	0.123 (0.683) NS	0.299 (2.682)**	0.007 (0.041) NS	0.012 (0.077) NS	0.206 (0.733) NS	-0.067 (0.274) NS
Anticipated separation distress →	-0.026 (0.276) NS	0.069 (1.148) NS	0.046 (0.536) NS	0.019 (0.191) NS	-0.169 (0.765) NS	-0.312 (2.787)**
Attitude valence - →	0.368 (2.089)**	0.537 (5.345)***	0.595 (4.621)***	0.426 (2.908)**	-0.047 (0.164) NS	0.274 (1.118) NS

Note: * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$, NS=Not significant

E.4. STUDY 3: DISCUSSION

Extant studies modelled customer perceived value as a significant antecedent (Huber *et al.*, 2015; Karjaluoto *et al.*, 2016; Kang, 2018) or as a mediator of the effects of brand love on constructs such as brand loyalty, positive word of mouth and willingness to pay a price premium (Bairrada *et al.*, 2018). Bairrada *et al.* (2018) justified these functional relationships on the logic that if brand love is similar to satisfaction (an outcome of consumption experience), then value should precede love as it precedes satisfaction.

However, this author questions Bairrada *et al.*'s (2018) arguments on two grounds, (a) brand love and satisfaction are conceptually different (Albert *et al.*, 2008; Carroll and Ahuvia, 2006; Roy *et al.*, 2012), and (b) the results of Study 2 provide substantive evidence of brand love as a forming mechanism of perceptions of value. Therefore, in this study brand love is treated as an antecedent of value. Further, the proposed relationship is examined at the respective dimensional rather than aggregate level as in published studies (e.g., Karjaluoto *et al.*, 2016; Bairrada *et al.*, 2018). Table E8 presents a summary of the findings from the Section E.3. and includes comparisons between the respective coefficients for high and low brand love.

Table E8 – Study 3: High vs low brand love comparisons

High vs Low Brand love	Functional value	Emotional value	Social value	Epistemic value	Money	Effort
Self brand integration →	LS	HS	NS	NS	HS	NS
Passion driven behaviours →	NS	NS	NS	NS	NS	LS
Long term relationship →	NS	L>H	HS	HS	NS	NS
Anticipated separation distress →	NS	NS	HS	HS	NS	H>L
Attitude valence →	H>L	H>L	L>H	H>L	NS	NS
	H L	H L	H L	H L	H L	H L
R ²	.286; .554;	.729; .498;	.551; .750;	.656; .730;	.145; .978;	.099; -.168;
Q ²	.122 .370	.498 .809	.414 .632	.352 .498	-.072 -.093	.065 .043

Notes: * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$; NS =not significant in both high and low brand love, HS = significant only in high brand love, LS = significant only in low brand love, H > L = high brand love significantly greater than low brand love, L > H = low brand love significantly greater than high brand love.

With the exception of money, the explanatory power of the brand love dimensions is notably higher in low rather than high love brands. As stated above, with the exception of functional in high love, the R^2 values of the benefit related dimensions of value are at least moderate whereas those of the sacrifice dimensions are weak whereas all the benefit dimensions demonstrate predictive relevance only effort in low value demonstrates predictive relevance. In terms of functional relationships, the results indicate considerable differences in the impact of the brand love dimensions on those of value. For example, '*self-brand integration*' is a significant determinant of functional value only in low brand while the reverse applies to emotional value. Below is the discussion of the results as they apply to each of the dimensions of brand value. Although there is literature related to the impact of value on brand love, (a) reciprocal causality cannot be assumed, and (b) the findings are at aggregate rather than dimensional level, and consequently these studies do not substantively inform the discussion.

E.4.1. STUDY 3: BENEFIT DIMENSIONS OF VALUE

E.4.1.1. Study 3: Functional value

Only the '*self-brand integration*' and '*attitude valence*' brand love dimensions are significant determinants of functional value. In the lack of previous similar research this author speculates: the meaning of '*self-brand integration*' dimension of brand love includes current '*self-identity*', '*desired self-identity*', '*life meaning*', '*intrinsic rewards*' and '*attitude strength*'. It is indeed hard to expect that such dimension of brand love reflecting existential essence for the consumer would predict functional value, unlike low level of love when the brand is not loved. Therefore, the less consumer is integrated with a brand, the more functional benefits are visible to a consumer.

Moreover, functional value is only affected by '*attitude valence*' dimension when brand love is high as other dimension of brand love do not predict cognitive functional dimension of value. Although '*attitude valence*' is significant for both High and Low

dimensions of brand love, yet there is a significance difference indicating that ‘attitude valence’ is more dominant when the brand love is high. Taking into account the ideation of Study 2, this finding could be explained that the idealised brands are associated with high BL rather than low BL, thus the difference.

A conative dimension of brand love ‘passion-driven behaviors’ which incorporates ‘*willingness to invest resources*’, ‘*passionate desire to use*’, ‘*things done in the past*’ found to be not significant for the functional and other benefits dimensions of value. It is a surprising finding and it could be explained that the dimensions of the higher order ‘passion-driven behaviors’ are similar to the sacrifice dimensions of value ‘money’ and ‘effort’ sacrifices which were also found to be largely not significant in relation to brand love. Both ‘*long-term relationship*’ and ‘*separation distress*’ dimensions of brand love found to be not significant determinants of functional value, therefore, it could be concluded that the dimensions of brand love which develop over time do not significantly affect perceptions of functional value.

E.4.1.2. Study 3: Emotional value

‘*Self-brand integration*’, ‘*long-term relationship*’ and ‘*attitude valence*’ are significant determinants of emotional value. Contrary to functional value, ‘*self-brand integration*’ is a significant determinant of emotional value and only for the high love brands. Fashion brands are self-expressive (Wallace *et al.*, 2014). Previous research posits that loved brands impact consumers’ identity trigger powerful emotions (Carroll and Ahuvia, 2006). These authors posit that when integration between the brand and self occurs - resulting in the consumer-brand assimilated identity - consumers develop strong affect to these brands. Therefore, it becomes clear that ‘*attitude valence*’ when brand love is high is predicting emotional value contrary to low love, therefore, it confirms that high and low love are differentiated based on emotional intensity.

In relation to ‘*long-term relationship*’ dimension of brand love – it does not predict emotional value, when the BL is high unlike low. According to Schmid and Huber (2019) ‘long-term relationship’ is a ‘cold’ - cognitive component of brand love. In social psychology, it refers to the commitment to maintain love (Sternberg, 1986) rather than

affect driven passionate dimension of the Triangular Theory of Love (Section B1.2.1.). Both, Sternberg (1986) and Berscheid (1983) posit that with time experienced emotions decline. “Eventually, one might find oneself experiencing little or no emotion at all (Sternberg, 1986, p. 126)”. Therefore, in line with social psychology literature, emotional value is not supported when it comes to high BL unlike low which is not that emotionally charged.

‘Passionate driven behaviors’ is not significant when it comes to high and low dimensions of brand love. The explanation to this finding was proposed in the previous section - higher order *‘passion-driven behaviors’* are similar to the sacrifice dimensions of value *‘money’* and *‘effort’* sacrifices which were also found to be largely not significant in relation to brand love.

Similar to ‘long term relationship’, ‘anticipation distress’ dimension of BL is not significant for both high and low BL when it comes to emotional value. It could be observed that both dimensions are incorporating the aspect of time in brand love, which as a consequence do not predict emotional value.

E.4.1.3. Study3: Social value

The dimensions of brand love significantly affect perceptions of social value are, *‘long-term relationship’*, *‘anticipated separation distress’*, and *‘attitude valence’*. Lack of significant effects by the *‘self-brand integration’*, and *‘passion driven behaviors’* is explained by the fact that both these dimensions represent self-interest drivers which are inward rather than outward - as social value - orientated.

The findings indicate that social value is predicted by both dimensions of brand love which include time aspect: *‘long-term relationship’* and *‘anticipated separation distress’* when brand love is high. Indeed, it takes time to integrate loved brand into the social life and to derive value from it. Moreover, the *‘attitude valence’* dimension of high love does not impact social value unlike low love which explains that social value is less affective in comparison to other dimensions of value.

E.4.1.4. Study3: Epistemic value

The pattern of functional relationships between the dimensions of brand love and epistemic value is similar to social value. In comparison to other dimensions of value, epistemic, is impacted by high brand love the most - '*anticipated separation distress*' '*long-term relationships*' and '*attitude valence*' - all determine perceptions of epistemic value. According to Sheth *et al.* (1991) epistemic value satisfies a consumer desire for curiosity, novelty and innovation. Therefore, besides, strong emotional affect, the dimensions which incorporates time – 'long-term relationship' and 'anticipated separation distress' also determine epistemic value.

In spite of the importance of this dimension of value, the literature is scant on this topic. Only one paper Bairrada *et al.* (2018) investigates direct impact of brand innovativeness (closest to the epistemic value) on brand love and found it to be not significant. This could be explained that the direction of the relationship in Bairrada *et al.*'s (2018) paper lacked theoretical justification. Therefore, this present study provides evidence that some brand love dimensions lead to epistemic value perceptions which is a novel insight.

Same as for social value, '*self-brand integration*' and '*passion driven behaviors*' are not significant when predicting epistemic value. It is a contradictory finding as unlike social value epistemic value is inward driven, however, supporting findings in Study 1 which found connection between choice and social aspect – it is only on the surface consumers are driven by choice, novelty and curiosity, as this desire is underpinned by social value and interest in integration into their social circle.

E.4.2. STUDY 3: SACRIFICE DIMENSIONS OF VALUE

Given low explanatory power and lack of predictive relevance the below should be viewed as preliminary in nature. With only three, out of 10, significant relationships the results indicate that brand love has marginal impact on the formation of perceptions of sacrifices.

E.4.2.1. Study 3: Money

Only one dimension of brand love, '*self-brand integration*', has a significant and negative effect on perceptions of monetary sacrifices. However, this relationship applies only to high brand love. Perceptions of monetary cost increase as '*self brand integration*' decline. In other words, higher levels of this dimension of brand love undermine those related to perceptions of cost. Given the fact that the context for this investigation is fashion, and indeed, fashion brands are self-expressive (Wallace *et al.*, 2014), it is therefore not surprising that consumers are looking for the benefits which trigger powerful emotions (Carroll and Ahuvia, 2006). The non-significant relationship for low love brands could be explained using personal equity-comparison theory, which posits that the decision of whether something is of value is matched to *compensatory expectation* from acquiring a product rather than cost itself (Seta and Seta, 1992).

E.4.2.2. Study 3: Effort

The two conative dimensions of brand love, i.e. '*passion driven behavior*' and '*anticipated separation distress*' are the significant determinants of effort. Conative dimension of brand love and effort are action oriented, therefore, relate to each other, thus the results. '*Passion driven behavior*' affects effort, but only for low brand love, therefore, consumers notice they are investing effort when brand love is low, but when it comes to high brand love the effort is unnoticeable, except for '*separation distress*' when effort becomes an important outcome of brand love.

The findings show: when brand love is high there is a positive relationship between '*anticipated separation distress*' and effort, consumers are anxious leading to perception of effort they have put into. The reverse applies to the associated relationship when the love is low as it is negative. This is an interesting and novel finding as when it comes to '*separation distress*' it actually a non-monetary sacrifice (effort) is affected and not money. This finding is in line with several studies which posit that as a relationship between consumers and brands becomes stronger, they start investing extra resources (Coulter and Coulter, 2002; Thomson et al., 2005; Schmid and Huber, 2019), therefore, this functional relationship found to be significant.

E.4.3. STUDY 3: CONCLUSIONS

The above indicate that, with the exception of '*passion driven behaviors*', the other dimensions of brand love affect the formation of value perceptions. Although '*attitude valence*' and '*long-term relationship*', with respectively four and three significant relationships are in relative terms more dominant the role of '*self-brand integration*' and '*anticipated separation distress*' is also central. Further, the findings reveal that perceptions of each of the value dimensions is the outcome of a combination of types of brand value. Cognitive ('*self-brand integration*' and '*long-term relationship*') and affective ('*attitude valence*') dimensions of brand love are significant determinants of functional and emotional value while a conative type ('*anticipated separation distress*') is added in the case of social, epistemic value and effort. Collective, the results support the proposed brand love to perceptions of benefit related perceptions of value (notable explanatory power and predictive relevance) and also show a complex pattern of relationships between the dimensions of the brand love and perceptions of value constructs.

CHAPTER F: DISCUSSION AND CONCLUSIONS

Located within the brand love and customer perceived value literature, this thesis addresses three substantive research objectives under the over-arching aim of reconciling the relationship of the above focal constructs. Customer perceived value plays a central role in marketing (Molm *et al.*, 2001; Slater, 1997; AMA, 2017), however, it has been largely overlooked in current brand love research. Throughout the literature on brand love, there are sporadic references to the concept of value (e.g., Batra *et al.*, 2012; Ahuvia, 1993, 2005; Langner *et al.*, 2015; Park *et al.*, 2016). Further, in the few studies (e.g., Huber *et al.*, 2015; Karjaluoto *et al.*, 2016; Kang, 2018d) dedicated to the research on the nomological net of brand love and customer perceived value the logic that underpins the functional relationships between these constructs lacks clarity and strong theoretical justification. Therefore, further research clarifying the relationship between brand love and value is needed, leading to the over-arching aim of this thesis. The three studies shown in Table F1 address specific objectives which are collectively designed to address the aim of this study.

Table F1: Studies and research objectives

Studies	Research objectives
Study 1	To gain insights into the conceptual location of brand love and customer perceived value in consumers' minds.
Study 2	To examine the blinding effect of brand love on customer perceived value.
Study 3	To test brand love as an antecedent of customer perceived value.

Study 1 was designed to gain insights into the conceptual location of brand love and customer perceived value in consumers' minds. The findings in Chapter C indicate that brand love and perceived customer value are intertwined, and also provide support to the prevailing view of brand love as being similar to interpersonal love. Accepting that brand love shares characteristics with interpersonal love, it follows that high brand love will blind perceptions of value, i.e., amplifies perceptions of the benefits and suppresses

those of the sacrifice dimensions of value – this is the focus of Study 2. The conclusions in Chapter D indicate that, indeed, brand love blinds the benefits dimensions of value, however, these effects are context specific. In addition, the results do not provide support for the blinding effects of brand on perceptions of sacrifices. Consequently, it is logical to expect that, contrary to the dominant view that customer perceived value precedes brand love, the reverse applies. Study 3 (Chapter E) tests such a conceptualisation and, guided by the findings from Studies 1 and 2, adopts a disaggregate structure – specifically, testing the functional relationships between the brand love and customer perceived value dimensions. The next section presents discussion related to the three substantive contributions of this thesis. Managerial implications follow and this chapter concludes with statements related to limitations and suggestions for further research.

F.1. DISCUSSION AND CONCLUSIONS

F.1.1. BRAND LOVE AND CUSTOMER PERCEIVED VALUE ARE INTERTWINED

The commentary in Chapters B1 and B3 indicates that a number of authors consider that brand love and customer value are interlinked, however, this view is based on logic or theorising that lacks empirical evidence. Therefore, Study 1 attempted to provide empirical evidence regarding the location that brand love and perceptions of value occupy in the minds of consumers. Unlike past studies that have adopted a social psychology perspective, Study 1 used axiology as its conceptual underpinnings.

The findings provide the first documented evidence that brand love co-exists in consumers' minds with their perceptions of value (perceived benefits and sacrifices derived from consuming a loved brand). The 'emotional' and 'social' aspects of brand love seem to be entwined with perceptions of the benefits received through the emotional and social dimensions of value (e.g., Sheth *et al.*, 1991; Sweeney and Soutar, 2001; Sánchez, Callarisa, Rodriguez and Moliner, 2006), while cognitive aspects of

brand love, such as ‘functionality’, ‘choice’ and ‘costs’, are entwined with the functional, epistemic and sacrifices dimensions of value (e.g., Sheth *et al.*, 1991; Sweeney and Soutar, 2001; Sánchez *et al.*, 2006; Zeithaml, 1988). To the author’s best knowledge, no prior study has investigated brand love and customer value in depth using a qualitative ground-up approach and considered axiology (a new and important perspective) as a source of theoretical underpinnings. It is the first study of its kind to examine the place that brand love and customer perceived value occupy in the minds of consumers.

Study 1’s findings provide evidence that brand love is, indeed, similar to interpersonal love due to its long-term nature, various contrasting experiences with other brands and slow progression of a brand to become special (almost like a couple). The results also indicate that brand love is integrated in consumers’ identity and their interpersonal love life. Therefore, the study contributes to the literature conceptualising brand love similarly to interpersonal love (e.g., Shimp and Madden, 1988; Albert *et al.*, 2009; Thomson *et al.*, 2005; Whang *et al.*, 2004; Maxian *et al.*, 2013).

F.1.2. BLINDING EFFECTS OF BRAND LOVE ON CUSTOMER PERCEIVED VALUE

Based on the findings in Study 1 and guided by literature from the field of social psychology (e.g., Hall and Taylor, 1976; Van Lange and Rusbult, 1995; Murray *et al.*, 1996; Murray and Holmes, 1997), the author posited the question of whether brand love blinds perceptions of customer value. However, unlike social psychology, which posits that brand love should exaggerate the strengths and undermine the weaknesses of the loved ones, Study 2 demonstrated that the blinding effect of brand love is differential at two levels: (a) benefits versus sacrifices dimensions of customer perceived value and (b) the context as denoted by different types of products. Benefits dimensions are blind in fashion and similar in automobile (emotional and epistemic) categories, unlike food, which identified a reverse pattern – no blinding effect of benefits dimensions and the reverse for food. The sacrifices dimension of value was found to be largely not

applicable to brand love. The non-significant results of the dimension of sacrifices could be explained using personal equity-comparison theory, which posits that the decision of whether something is of value is matched to *compensatory expectation* rather than cost itself (Seta and Seta, 1992). In other words, value is not compared to the actual product itself, rather, it is compared to the *expectation* from acquiring it. As for the latter, it can be observed that in the fashion and automobile categories, brand love largely distorts perception of benefits and is not significant for sacrifices, and for food the reverse pattern is observed – no blinding effect on the benefits and the reverse applies for the money dimension of sacrifices. Therefore, this effect is context specific. This author proposes three reasons that explain the divergence of the results. The prevalence of own and lesser-known brands in food products is the first reason. The second reason relates to the importance of attributes such as convenience, variety, freshness and price associated with food products, which diminish the effects of branding (Ali *et al.*, 2010). The third reason is based on Rossiter (2012), who found that brand love is low in the FMCG context. Therefore, it is suggested that, although the participants were requested to select a high and low love brand, their selections reflected relative rather than absolute levels of brand love.

As the first attempt to examine the blinding effects of brand love on perceptions of value the findings lead to two important new and novel insights. First, to avoid confounding effects, studies related to consumer perceptions of value should account for the moderating effect of brand love. Second, given the differential patterns between benefits and sacrifices, the results lead to serious questions regarding uni-dimensional operationalisations of perceptions of value or operationalisations that, under customer value, combine benefits and sacrifices (e.g., Huber *et al.*, 2015; Karjaluoto *et al.*, 2016; Kang, 2018; Bairrada *et al.*, 2018).

F.1.3. BRAND LOVE IS AN ANTECEDENT OF CUSTOMER PERCEIVED VALUE

Extant literature posits that brand love is a consequence of value (e.g., Huber *et al.*, 2015; Karjaluoto *et al.*, 2016; Kang, 2018), however, without theoretical justification of the direction of the functional relationship, reported findings are suspect. Findings in Study 2 show that brand love blinds perceptions of value and that the blinding effects differ between the main elements of value (benefits and sacrifices) and also within the dimensions of the two elements informed in Study 3. These results provided the logic for a reverse causality, i.e., brand love as an antecedent of value, and also for the need to examine such relationships at a disaggregate (dimensional) rather than aggregate level.

In terms of predictive power and relevance, Study 3 found support that the benefit dimensions of value are an outcome of brand love, while the same does not apply to the sacrifice dimensions of value. Focusing on the benefit dimensions of value, the findings indicate that, with the exception of '*passion driven behaviours*', the other dimensions of brand love affect the formation of value perceptions. '*Attitude valence*' is a significant determinant of all four of the benefit dimensions, '*long term relationships*' affects three dimensions, while '*self brand integration*' and '*anticipated separation distress*' are significant determinants of two benefit-related dimensions of value. Further, the findings reveal that perceptions of each of the value dimensions are the outcome of (a) distinct combinations of dimensions of brand love and (b) notable differences in the above relationships between high and low loved brands. These findings partially contribute to the brand love literature which draw on Sternberg's (1986) Theory of Love as the findings align with the interpersonal love (e.g., Shimp and Madden, 1988; Lastovicka and Sirianni, 2011). In particular, in relation to '*long-term relationship*' which does not predict emotional value when love is high, Sternberg (1986) and Berscheid (1983) posit that, over time, experienced emotions decline and one might not experience any emotions at all. The long-term relationship in Sternberg's (1986) theory is represented by 'cold' dimension of 'commitment' which is not intensively emotionally charged and therefore, other benefits become important, such

as social for example, as brand love similarly to interpersonal love becomes integrated into the social circle (social value). The findings indicate high explanatory power and predictive relevance of brand love preceding customer value. Therefore, it is an important novel insight which provides theoretically and empirically justified direction of the functional relationship between brand love and the benefits dimensions of value. Moreover, this study offers a disaggregate dimensional approach of brand love impacting value, which is a novel insight. The results lead to the observation that brand love is a suitable basis for the examination of benefits related to perceptions of value and acts as a good platform which could be used for further investigation using value in the brand love nomological net. In relation to cognitive, affective and conative dimensions of brand love which impact cognitive and affective dimension of value, no clear pattern has emerged. Therefore, a rather complex pattern of functional relationships has developed which needs to be accounted for and treating brand love and customer value as aggregate constructs could lead to misleading results.

Turning to the sacrifice dimensions of value, the results provide little guidance because of very low explanatory power and lack of predictive relevance, and therefore only speculative explanations are presented in Section E.4.2. Nevertheless, the results lead to two substantive conclusions: (a) brand love is not a suitable basis for the examination of sacrifices related to perceptions of value and therefore alternative theoretical platforms are needed (see Section F.3), and (b) similar to Section F.1.2, point to the need for clear delineation of the value components and their dimensions.

Collectively, the above point to a need for conceptual reorientation in the brand love and perceptions of value nomological order and highlight the need for analysis at dimensional (i.e., disaggregate between the value components and within each component) level. In addition, differences in the pattern of functional relationships between levels of love highlight the need for careful design aimed at avoiding confounding effects due to lack of delineation of brand love level.

F.1.4. FINAL CONCLUSIONS

Using lack of theoretical clarity as to the relationship between brand love and consumers' perceptions of love as its departure point, this thesis provides a coherent examination of the affiliation of these two constructs. This is the first attempt that is based on a ground-up approach and adopts a sequentially informed approach. Starting from establishing the perceptual space occupied by brand love and perceptions of value, and establishing that brand love parallels interpersonal love, the research moves to present novel insights that support the notion of the blinding effects of brand love on perceptions of value. These findings challenge the presently adopted treatment of brand love as an outcome of value perceptions and therefore this is the first study that reverses the accepted functional order of these constructs. Using a disaggregate analytical approach, this study presents new information regarding a complex pattern of functional relationships between the dimensions of brand love and those of value perceptions. Identifying that brand love is a weak theoretical basis for explaining perceptions of the sacrifice dimensions of value and uncovering significant differences in the brand love and value perceptions landscape between high and low loved brands are two additional notable contributions. The over-arching conclusions are that (a) examining perceptions of value without accounting for brand love and (b) adopting aggregate operationalisations of these constructs, lead to incomplete and even misleading results.

F.2. MANAGERIAL IMPLICATIONS

The managerial implications of this thesis and guidance for practitioners are threefold: (a) marketers need to understand the importance of customer value in relation to brand love; (b) social and emotional benefits of value should be embedded into brand love marketing and communications strategies; (c) there should be a focus on the development of long-term relationships with a brand. Specific recommendations are provided below.

The findings of this thesis give confidence to practitioners that brand love enhances perceptions of the benefits dimensions of customer value. These effects are in particular more evident in high involvement categories such as fashion. Delivering value for customers is a priority in marketing as it is embedded in its definition (AMA, 2017), and thus is central to marketing practice. Brand love strategies are incomplete without the inclusion of customer value, and therefore integrating brand love and customer value together in such strategies will be more effective than focusing on brand love or customer value alone.

In the fashion and automobile market categories, the findings indicate that high brand love enhances perceptions of the benefits dimensions of value, in particular, emotional, social and epistemic value. For example, in order to enhance emotional value, communication messages need to include themes around enjoyment, meeting needs, and feeling proud. At the same time, in high involvement categories it is not recommended to focus messages on the sacrifices' component of value, in particular monetary price. However, conversely, in the FMCG segment it is useful to focus on communication messages that highlight price in order to enhance brand love, such as value for money, promotional pricing activities, and competitors' price comparisons.

In relation to the order of the presentation of the communication messages that highlight high and low brand love, practitioners in the fashion market category should take the order into account when communicating brand love in relation to functional value (Section D.4.3.). In particular low brand love followed by high love would be more effective. However, in all other instances the order of how brand love appears in advertising messages does not need to be taken into consideration.

According to the findings of this thesis, marketing strategies need to incorporate and highlight emotional and social value in particular, which co-exist with brand love. Therefore, strategies are recommended in relation to the enhancement of emotional value. When designing various brand touch points, practitioners need to focus on the creation of positive emotional outcomes that derive from these communications. Social media are particularly helpful tools when it comes to communicating and developing brand love and emotional value; for example, practitioners can utilise social media to

create opportunities for customers to signal their love of the brand by eliciting ‘love’ reactions. Providing opportunities for increased interaction between consumers creates additional opportunities for social value. These recommendations echo the work of Ruane and Wallace (2013) and Wallace *et al.* (2014; 2017) by reflecting the importance of social media to develop, maintain and enhance consumers’ relationships with brands. It is particularly helpful if social media focuses on the production of content that evokes associations of beauty and aesthetics with a brand. Practitioners, especially in the areas of advertising should design their campaigns to emphasise aesthetically pleasing visual cues and the presentation of the brand in the best possible light, making sure that it is always visually appealing. Instagram, given its focus on the presentation and sharing of visual content, is therefore notably helpful in this respect.

Besides visual sensory cues, brands need to facilitate self-brand integration in order to develop brand love and emotional value as an outcome of the synergy between the two constructs, which echoes the findings of Wallace *et al.* (2014, 2017). According to these authors, consumers are more prone to engage with brands that reflect their self-concept, resulting in brand love as an outcome. In order to achieve this synergy, practitioners need to define a clear brand purpose in order that consumers can self-relate and find the similarity between their own personality and the brand’s. Brand purpose can also be aspirational, so that consumers can feel inspired by it, expecting that, as a consequence, it will resonate with the best version of themselves. For example, ethical consumers will choose a brand which has a genuine ethical purpose, thus leading to self-brand integration. Accordingly, this congruency will eventually lead to emotional value as an outcome. Practitioners should therefore engage in brand building activities such as through CSR campaigns that communicate their ethical orientation.

It is recommended that practitioners use social media activities designed to elicit consumers’ desire to post content which allows self-expression and their love to the brand, which will consequently lead to emotional value. Social media strategy can utilise various activities such as competitions and prize draws, thus encouraging engagement and co-creation with the loved brand. Self-brand integration and the aspiration to become the best version of themselves could be enhanced by engagement

with social media influencers and celebrity endorsers who represent a good fit between a brand's purpose and their personality; however, this needs to be applied with caution to avoid the potential for reputational damage such as was seen in the case with Nike and Tiger Woods.

Social value in relation to brand love could be enhanced through consumers' personal relationships. For instance, communication managers can place the loved brand into an interpersonal love narrative within advertising and communications messages and social media content. The 'Food-Love-Stories' campaign is a good example of such a strategy, where Tesco places their brand at the centre of a loving relationship that revolves around food and eating together. Social media could be a helpful tool to enable consumers to share their love to one another intertwined with their love to a brand. Therefore, practitioners need to encourage sharing of these stories by creating dedicated hashtags, and engaging consumers in competitions and prize draws.

Brand love and social value could be enhanced through gift-giving of the loved brands. Therefore, practitioners can design marketing activities and campaigns that are timed to run during national holidays such as Christmas, Easter, Mother's Day, Valentine's Day, etc. Brand communications should aim to inspire consumers to express their interpersonal love with brands by facilitating the sharing of images of gifts given and received on social media. A good example of marketing activities inspiring gift-giving is Pandora. During Valentine's Day in 2017 in order to promote gift-giving, Pandora encouraged consumers to express their love to each other through photographs taken in dedicated Pandora 'love booths' using a dedicated hashtag #myPANDORAValentine, which enabled consumers to share branded content.

Practitioners should understand that consumers develop love to a brand over-time, echoing Schmid and Huber (2019) findings, therefore, brands should design their marketing activities as part of a long-term strategy and invest resources accordingly. The long-term relationship with a brand can sometimes start from childhood, which according to Langner *et al.* (2016) might be beyond practitioners' control. However, specific targeted marketing activities aiming at younger audiences could be suggested. For instance, practitioners can create communication strategies which nurture aspiration

in younger audiences. Practitioners are encouraged to facilitate the development of family brand love as a buying unit (in line with Iyer *et al.*, 2016). Family love could also be encouraged by ‘passing down’ the emotional experiences associated with a loved brand to their younger generations. To achieve this, practitioners could develop marketing co-creation activities engaging various generations together and execute this with the help of social media. Younger consumers are prone to conform to their peer groups, especially in the fashion category (Carroll, 2009; Ross and Harradine, 2004; Ruane and Wallace, 2015), therefore, another way of engaging with younger audiences to facilitate expressions of love to a brand is the establishment and encouragement of brand tribes, where brand lovers can communicate with each other and, as an outcome, derive social value from these interactions. However, this should be treated with some caution as tribes can become more important than the brand; eventually consumers might move to another brand (Ruane and Wallace, 2015), especially if love turns hate. Long-term relationships are based on commitment, and emotional value decreases in these relationships, therefore in order to stir emotions, activities implying separation distress are recommended. Practitioners need to develop strategies which communicate a sense of urgency, curtailment, or scarcity associated with a loved brand. This could be achieved through temporary line and category extensions or special editions, collaborations, brand alliances or sold-out collections. Good examples of short-term initiatives are the LV and Supreme brand alliance, Alexander Wang For H&M, Stella McCartney for H&M designers’ collaborations, Royal Crown Derby limited editions.

F.3. LIMITATIONS AND SUGGESTIONS FOR FURTHER RESEARCH

F.3.1 LIMITATIONS

Despite the merits of the present research, the results are inevitably constrained by certain limitations, which can be broadly considered in terms of contextual, methodological, and conceptual. Suggestions for further research to address the stated limitations are provided in Section F.3.2.

Firstly, in terms of contextual limitations, the research setting is limited to the UK population which is characterised by high disposable income and high buying power, which may have affected the results. In addition, the market categories, i.e., automobiles, fashion and food, were selected to indicate different levels of involvement, however their selection was somewhat arbitrary and may have had an impact on the findings.

With regard to methodological limitations, certain issues regarding sampling arise. In Study 1, a purposive sample was drawn through the author's personal contacts, which was limited to an urban educated population and furthermore contained no participants above the age of 65. Moreover, the incentive of Amazon vouchers for participants in Study 1 might have influenced certain participants' decisions to take part in the research due to their love to Amazon. In Studies 2 and 3, the researcher assigned the collection of data to a list broker and thus had no control over the selection of the participants besides specifying the population of interest, and non-response bias could not be established. In terms of the data analysis in Studies 2 and 3, although the adopted operationalisations of the focal constructs are based on well-established and validated scales, analytical problems, especially in terms of discriminant validity and metrics for the sacrifice dimensions of value, arose.

In terms of conceptual limitations, despite the researcher's confidence in the robustness of the adopted conceptualisations for both brand love and customer value, it is acknowledged that alternative conceptualisation may have yielded different results. Lastly, for reasons of parsimony the structural model in Study 3 contains only two constructs – brand love and customer value – and therefore is a simplified depiction.

F.3.2. FURTHER RESEARCH

The above-stated limitations provide opportunities for further research. Firstly, conducting the research among other geographical populations and using different market categories will help to confirm the stability of the findings, for example, to

establish whether brand love leads to value only in the fashion category (as per Study 3) or if it is stable within other consumption contexts. Extending the sample to an older demographic (i.e., 65 and over) will help to confirm the stability of the findings across all age populations.

The context specificity of the blinding effects of brand love on perceptions of value identified in Study 2 merits further examination with the aim of developing sound explanatory conditions (Runkel and McGrath, 1972). For example, at which point does brand love not affect customers' assessment due to perceived deficiencies or flaws in a product or service?

Future researchers could ground their conceptual models on alternative conceptualisations of brand love and customer value in order to test the boundary conditions of the results reported in the present research. In particular, the use of alternative brand love conceptualisations may provide insight regarding the monetary and non-monetary perceptions of the sacrifice dimension of value and offer further explanation as to why these dimensions of value were found to be not significant in the present research.

The parsimonious nature of the conceptual model in Study 3 could be developed to include additional consumer demographic variables such as personality or motivations to establish whether these may help to explain uncovered idiosyncratic patterns in the results. To address the problems encountered regarding discriminant validity for the sacrifice dimension of customer value, the results of the present study should be cross-validated through the use of alternative scales that demonstrate stronger (to those adopted in this study) psychometric properties.

In addition to addressing the stated limitations as discussed in the preceding Section F.3.2, further research should be carried out to develop the findings of this study. Firstly, Study 1 identified that "brand" can mean multiple things and some participants found the notion of a brand confusing. It is speculated that reconciling such ambiguity will lead to greater clarity regarding the meaning of brand love. This reconciliation could be achieved by conducting additional qualitative research with the aim to investigate the

meaning of a brand when its loved and how love may change the concept of what constitutes a brand in consumers' minds, if at all.

Lastly, in terms of the temporality of the brand love concept, Study 3 is focused on cross-sectional data collected at one point in time, yet, Study 1 found that, similarly to interpersonal love, brand love is a journey to find the loved brand, therefore, a longitudinal study will help establish the stability or the pattern of change/development of brand love and how these are entwined with perceptions of value.

APPENDICES

APPENDIX 1: STUDY 1

APPENDIX 1.1: INTERVIEW SCHEDULE. PHASE 1.

The logo for Kingston Business School, featuring the text "Kingston Business School" in white on a black rectangular background.

Interview Schedule

Firstly, I would like to thank you for agreeing to take part in my research.

This research aims to explore a relationship between you and brands you are familiar with. It also aims to explore your personal experience of buying them. I encourage you to speak openly and honestly about your experiences, feelings and thoughts about these brands.

I expect our time today to last for up to half hour. Is that OK with you? I would also like to record the interview today. Everything you say in this interview will stay anonymous. Your name and identifying details will not be attached to any published materials. Please sign the consent form.

Do you have any questions before we begin?

Themes guiding the interviews.

Tell me about brands you buy.

Tell me about a special brand on top of your mind.

What was your experience with this brand?

APPENDIX 1.2: INTERVIEW SCHEDULE. PHASE 2.The logo for Kingston Business School, featuring the text "Kingston Business School" in white on a black rectangular background.**Interview Schedule**

Firstly, I would like to thank you for agreeing to take part in the second phase of the research. This research aims to explore a relationship between you and brands you are familiar with. It also aims to explore your personal experience of buying them. I encourage you to speak openly and honestly about your experiences, feelings and thoughts about these brands. I expect our time today to last for up to one hour. Is that OK with you? I would also like to record the interview today. Everything you say in this interview will stay anonymous. Your name and identifying details will not be attached to any published materials. Please sign the consent form.

Do you have any questions before we begin?

What does it mean to be the **‘brand X’** buyer?

How does **‘brand X’** make you feel?

How does **‘brand X’** affect your life?

What other people think when you buy from **‘brand X’**?

What did you give up (in terms of money, time, effort) in order to buy from **‘brand X’**?

What are you prepared to give in order to buy **‘brand X’** again?

APPENDIX 1.3: STUDY 1: Codebook – Open Codes

Name	Description
Achieving goals	Respondents are achieving goals with BL
Aesthetics	Aesthetic is important for BL
Affordability	Affordability makes people to fall in love with brands
All in one	Multiple things in one
Anticipation of sale for the loved brand	Respondents anticipate sale for the loved brand
Authenticity	Brand the respondents love has authenticity
Availability	The loved brand is available
Beauty and feeling beautiful	Loved brand makes a respondent feel beautiful
Being a fan	Being a fan of a brand
Being different	Brand makes to feel different
Being part of it	Being part of the brand
Best value for money	Value for money
Brand attachment	Being attached to the brand, but not to a product
Brand becomes more important	Brand becomes more important
Brand expectation	Expectations from a brand
Other brand hypocrisy	Brand is hypocritical: presenting a false image. Not what it stands for.
Brand meaning	What a brand means for a consumer
Brand relationship evolution	Description of how relationships developed with a brand
Brand reputation	Reputation of a brand
Brand scepticism	A respondent is sceptical of a brand
'Brand snob'	People buy only certain brands
Brand stereotype	Stereotype of a brand produces
Brands loved	Brands which consumers confessed to love
Buying a brand name	Buying because of a brand name
Buying online	Consumers shopping online
Care for staff	Loved brand is caring for staff
Change	Wanting a change
Childhood memories	A respondent has childhood memories with the loved brand
Options	Brand loved offered various options of purchase
Collective shopping	Shopping together
Colour	Reason to buy loved brand
Comfort	Brand which is loved provides comfort
'Coming to you'	The brand is coming to a respondent rather than a respondent has to look for a brand
Conditional	Brand is at the right place and time
Confusion what brand is	A respondent is confused of what brand is
Interconnectedness	In eyes of a respondent a brand is easily connected and interconnected with other products
Convenience	Brand which is loved provides convenience
'Crazy'	Crazy in love with a brand
Culture	Culture is affecting why brand is loved
Design	Design makes a brand to be loved
Devotion	A consumer is devoted to a brand
Different prices	A brand is offering different prices
Disappointment with LB	Disappointment with the loved brand
'Does its job'	Fulfils its function
Don't care about brands	A respondent doesn't care about brands
Ease of delivery	Respondent loves a brand because of the ease of delivery
Ease of return	Respondent loves a brand because of the ease of return

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Ease of usage	Respondent loves a brand because of the ease of usage
Effect on personal relationship	Brand love affect personal relationships
Effort	Brand love and effort
Emotions from LB	A respondent gets various emotions from loved brand
Enjoyment	A respondent receives enjoyment from a loved brand
Novelty with services	Novelty derived from services
Established presence	Established presence of a loved brand
Ethical	Loved brand is ethical
Excitement	Brand love triggers excitement
Exclusivity	Brand loved is exclusive
Experience part of the LB	Experience constitute brand love
Fair price	Brand has a fair price
Family	Brand loved is connected to a family
Features	Brand love provides certain features
Feeling like a gentleman	Brand makes a consumer to feel like a gentleman
Feeling sad	Brand makes a respondent to feel sad
Feeling special	Brand makes a respondent to feel special
First option when shopping	Loved brand is a first option when shopping
Gift giving	Gift giving of loved brands
Going out	Brand love is for going out
Goodness	Brand love is good in some way
Guarantee	Brand love is a guarantee of something
Happiness from the deals shopping	Happiness from getting the best deal
Hassle free	Brand love gives a hassle free experience
Help with anxiety	Brand love helps with anxiety
Heritage	Brand loved has a heritage
Hobby	Brand love is closely connected to a hobby
Important aspect of life	Brand love is becoming an important aspect of life
Impulsive	Buying impulsively
Influence group	Influence group of a respondent plays a role
Innovation	Brand loved is innovative
Inspiration	Brand loved gives an inspiration
Instalments	Brand loved gives an option of instalment purchasing
Instantaneity of shopping	Can shop anytime
Investment	Loved brand is an investment
'It's all together'	Brand loved incorporates multiple things
'It's like me'	Brand love represents a respondent
Justified price	A respondent can justify a price paid
Lack of time to shop	A respondent has a lack of time to shop
Lifestyle	Brand loved represents a lifestyle of a respondent
Light	Brand loved is light
Logo	Perception of logo
Long journey to find the loved brand	Respondent has undergone a long journey to identify a loved brand
Long term with a loved brand	Respondent stays for a long time with the loved brand
Longevity	Loved brand is durable
Longing for a LB	Respondent is longing (desiring) a loved brand
Looks expensive	Loved brand looks expensive to other people
Love and hate	Respondent hasn't decided whether love to a brand is either love or hate
Love to things rather than brands	Respondent loves things rather than brands

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Loyalty	Respondent is loyal to the loved brand
Multiple applications	Loved brand has multiple application
'My organisation'	Respondent perceived brand loved as his/her organisation/brand
Negative emotions to a brand	Respondent has negative emotions to loved brand
Newness	Brand loved introduces something new
Nice staff	Staff of the loved brand is nice
Niche	The loved brand is niche
'One brand person'	A respondent is exclusive to a brand
Only one	Respondent considers a brand as the only one
Opportunity sacrifice	Respondent perceives purchasing from a loved brand as an opportunity sacrifice
Overconsumption	Respondent is overconsuming a brand
People looking at me	Respondent feels that people are looking at him/her
Perceived sacrifice	Perceived sacrifice of the loved brand
Perishability	Brand perceived as perishable
Personal preference	Brand love is due to personal preference
Has a personality	Brand loved has a personality
Planning to buy the loved brand	Respondent has a plan to buy a brand
Platform	Loved brand is a platform
Play	Brand love represents play
Pleasure	Brand love brings pleasure
Preciousness	Brand loved is precious
Persuasion to buy more	Brand is persuading to buy more
Price premium	Brand is charging price premium
Price-quality	Respondent refers to a good price quality ratio
Prime	Amazon prime
Product shape	Product shape is significant for the loved brand
Professionalism	Professionalism is connected to brand loved
PWOM	Respondent either gives or receives positive WOM about the loved brand
Quality	Quality of loved brands
Quick	Brand loved is quick
Rarity	Brand is rare
Rational purchase	Brand loved is a rational purchase
Reasonable price	Brand love is reasonably priced
Regret for shopping in store	Regret for shopping in store for loved brand
Regret if not buying	Regret of not buying loved brand
Reliability	Brand is reliable
Reviews	Check the reviews when purchasing
Rewards	Getting rewards from loved brand
Sacrifice of buying unknown	Perceived sacrifice of buying unknown
Sadness to miss	Sadness because of the missed product of loved brand
Secretive relationship	Secretive relationship with the loved brand
Security sacrifice	The sacrifice of security because of the loved brand
Self confidence	Brand loved gives a respondent confidence
Sensory experience	Brand provides sensory experience
Sexy gift giving	Romantic gift giving
Shopping by need	Shopping by need
Shopping in-store	Shopping in store
Simplicity	Brand loved is simple
Small things	Respondent appreciates small things which matter

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Smart people	Respondent perceives people who are careful with money as smart people
Smell	Loved brand has a nice smell
Snobbism	Respondent claims that some people exhibit snobbism with brands
Social circle influence	Social circle influence purchasing loved brand
Social media	Social media influences purchasing
Space sacrifice	Respondent sacrificed space
Special occasion brand	The loved brand is for special occasions
Speciality	Brand loved is recognised for something
'Spot on pricing'	Right pricing
Stability of the relationship	Relationship with a brand is stable over time
Status	Brand represents status
Style	Style is important for a respondent
'Samsung over iPhone'	Samsung-iPhone debate
System	Love to operating system attached to a brand
Taste	Taste constitutes brand love
The most important thing	The most important thing for a brand love
'Through thick and thin'	Relationship with a loved brand undergone difficult times
Time	Time connected to the relationship with a loved brand
'Top brand'	Loved brand is a top brand
Tribe	Dedicated group of people to the loved brand
Tricking other people	Tricking of other people with the brand
Trust	Loved brand is responsible for trust
Trying because of sale	Beginning of the relationship with the loved brand because of sale
Trying things	Trying multiple things before the purchase
Unbranded	Brands which are 'unbranded'
Understatement	The brand presentation as being less good than it really is
Uniqueness	Loved brand is unique
Unwillingness to pay price premium	Respondent is reluctant to pay price premium
Urge to buy	The urge to buy of loved brand
Using the brand	Using the loved brand
Value for money	The brand is good value for money
Wealth	Brand represents wealth
What I need	Loved brand is what is needed
What is a brand?	Brand meaning
'Wise with money'	Being wise with money
Work brands	Brands for work
You are in total control	Feels in control when shopping

APPENDIX 2: STUDY 2

APPENDIX 2.1. STUDY 2: SURVEY (Abridged)

A Study of Consumers and their Brands.

The aim of this research is to investigate consumers' relationships with brands.

The survey should take only around 10 minutes to complete.

Your responses will remain strictly confidential and for the research purposes only.

Thank you in advance for your co-operation.

Click the link below to access the survey.

Markets

From the below options, please select the market in which you have the most interest and greatest familiarity with the brands operating within it.

Fashion Clothing



















Food Retailers

Car Manufacturers

[FASHION] Look at the list of brands below.

Please select the one that you have a **STRONG** desire to possess, emotionally connect and feel a strong bond with. This brand can say something true and very deep about who you are as a person and makes your life more meaningful. It fulfils your expectations at a deeper level and fits your tastes perfectly. If this brand suddenly went out of existence you would feel deeply sad. Overall, you have a strong affection to this brand similar to love.

If the brand that you feel the strongest connection to is not on the below list, please select a brand that you feel is most similar.

- | | | | |
|---|---|---|---|
| <input type="radio"/>  | <input type="radio"/>  | <input type="radio"/>  | <input type="radio"/>  |
| <input type="radio"/> CALVIN KLEIN | <input type="radio"/> EMPORIO ARMANI | <input type="radio"/>  | <input type="radio"/> TOMMY HILFINGER |
| <input type="radio"/>  | <input type="radio"/> GUESS | <input type="radio"/> MANGO | <input type="radio"/>  |
| <input type="radio"/> coast | <input type="radio"/> GUCCI | <input type="radio"/> MICHAEL KORS | <input type="radio"/>  |
| <input type="radio"/>  | <input type="radio"/>  | <input type="radio"/> Miss Selfridge | <input type="radio"/>  |
| <input type="radio"/>  | <input type="radio"/> HOBBS | <input type="radio"/> MISSGUIDED | <input type="radio"/> URBAN OUTFITTERS |
| <input type="radio"/> DOLCE & GABBANA | <input type="radio"/>  | <input type="radio"/> onext | <input type="radio"/>  |
| <input type="radio"/> DOROTHY PERKINS | <input type="radio"/>  | <input type="radio"/> NEW LOOK | <input type="radio"/> [WAREHOUSE] |
| <input type="radio"/>  | <input type="radio"/> JOSEPH | <input type="radio"/> PRIMARK | <input type="radio"/> WHISTLES |
| <input type="radio"/> FOREVER 21 | <input type="radio"/> KENZO | <input type="radio"/> REISS | <input type="radio"/>  |
| <input type="radio"/> FRENCH CONNECTION | <input type="radio"/>  | <input type="radio"/> RIVER ISLAND | <input type="radio"/> ZARA |

What is your gender?

Male

Female



is introducing a trench coat in fine cotton decorated with stylish buttons. A classic for all seasons and occasions, the trench can be worn belted for a close fit or open for a more casual look and can be worn just as easily over formal work wear as it can over denim. From spring and autumn showers to sunny spells, you can tackle the unpredictable British weather and dress for any occasion in this trench coat.

Now, imagine you are considering purchasing this trench coat. Keep this in mind when answering the following questions.

With your new trench coat by in mind, please indicate your level of agreement with the following:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
The trench coat will keep me dry when it rains.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The trench coat will last me for a long time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The trench coat would fit me well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly agree	Somewhat agree	agree nor disagree	Somewhat disagree	Strongly disagree
This trench coat will meet my needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would feel proud to wear this trench coat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would enjoy wearing this trench coat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would wear this trench coat as much as possible.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The next questions relate to what other people might think about your new trench coat by $\{q://QID136/ChoiceGroup/SelectedChoices\}$

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Wearing the trench coat will help me to feel accepted by others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The trench coat would improve the way I am perceived.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wearing the trench coat will make a good impression on others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The trench coat will give me social approval.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Keep thinking about your new $\{q://QID136/ChoiceGroup/SelectedChoices\}$ trench coat.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
The design of the trench coat is the latest fashion.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This styling on this trench coat is innovative.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly agree	Somewhat agree	agree nor disagree	Somewhat disagree	Strongly disagree
This trench coat would satisfy my desire for something new.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would not get bored with wearing this trench coat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now think about your new $\{q://QID136/ChoiceGroup/SelectedChoices\}$ trench coat in relation to its likely costs.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
This trench coat will cost more than similar products by other brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It will be expensive to maintain the appearance of the trench coat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Looking after the trench coat will require a lot of effort.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The trench coat will need special hanging space.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you for your responses so far. You are now half way through the survey!




















Now we want to know your opinion about the same product, but as if it was introduced by a different brand. Please click below to proceed.

Look at the list of brands below.

Please choose a brand you have a LOW desire to possess. You do not feel emotionally connected to this brand and you do not feel a strong bond with. It doesn't say anything true and deep about who you are as a person and it doesn't

make your life more meaningful. Your expectations are not fulfilled at a deeper level and this brand doesn't fit your tastes at all. If it suddenly went out of existence you wouldn't feel at all sad. Overall, you have a low level of love to this brand.

If your less-desired brand is not on the list, please select a brand that you feel is the most similar.

- | | | | |
|---|---|---|---|
| <input type="radio"/>  | <input type="radio"/>  | <input type="radio"/>  | <input type="radio"/>  |
| <input type="radio"/> CALVIN KLEIN | <input type="radio"/> EMPORIO ARMANI | <input type="radio"/>  | <input type="radio"/> TOMMY HILFIGER |
| <input type="radio"/>  | <input type="radio"/> GUESS | <input type="radio"/> MANGO | <input type="radio"/>  |
| <input type="radio"/> coast | <input type="radio"/> GUCCI  | <input type="radio"/> MICHAEL KORS | <input type="radio"/>  |
| <input type="radio"/>  | <input type="radio"/>  | <input type="radio"/> Miss Selfridge | <input type="radio"/>  |
| <input type="radio"/>  | <input type="radio"/> HOBBS LONDON | <input type="radio"/> MISSGUIDED | <input type="radio"/> URBAN OUTFITTERS |
| <input type="radio"/> DOLCE & GABBANA | <input type="radio"/>  | <input type="radio"/> onext | <input type="radio"/>  |
| <input type="radio"/> DOROTHY PERKINS | <input type="radio"/>  | <input type="radio"/> NEW LOOK | <input type="radio"/> [WAREHOUSE] |
| <input type="radio"/>  | <input type="radio"/> JOSEPH | <input type="radio"/> PRIMARK | <input type="radio"/> WHISTLES |
| <input type="radio"/> FOREVER 21 | <input type="radio"/> KENZO PARIS | <input type="radio"/> REISS | <input type="radio"/>  |
| <input type="radio"/> FRENCH CONNECTION | <input type="radio"/>  LACOSTE | <input type="radio"/> RIVER ISLAND | <input type="radio"/> ZARA |



$\$ \{q://QID284/ChoiceGroup/SelectedChoices\}$ is introducing a trench coat in fine cotton decorated with stylish buttons. A classic for all seasons and occasions, the trench can be worn belted for a close fit or open for a more casual look and can be worn just as easily over formal work wear as it can over denim. From spring and autumn showers to sunny spells, you can tackle the unpredictable British weather and dress for any occasion in this trench coat.

Now, imagine you are considering purchasing this trench coat. Keep this in mind when answering the following questions.

With your trench coat by $\$ \{q://QID284/ChoiceGroup/SelectedChoices\}$ in mind, please indicate your level of agreement with the following:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
The trench coat will keep me dry when it rains.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The trench coat will last me for a long time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The trench coat would fit me well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This trench coat will meet my needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would feel proud to wear this trench coat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would enjoy wearing this trench coat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would wear this trench coat as much as possible.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The next questions relate to what other people might think about your new trench coat by \${q://QID284/ChoiceGroup/SelectedChoices}

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Wearing the trench coat will help me to feel accepted by others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The trench coat will improve the way I am perceived.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wearing the trench coat will make a good impression on others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The trench coat will give me social approval.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Keep thinking about your new \${q://QID284/ChoiceGroup/SelectedChoices} trench coat.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
The design of the trench coat is the latest fashion.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This styling on this trench coat is innovative.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This trench coat would satisfy my desire for something new.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would not get bored with wearing this trench coat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now think about your new \${q://QID284/ChoiceGroup/SelectedChoices} trench coat in relation to its likely costs.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
This trench coat will cost more than similar products by other brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It will be expensive to maintain the appearance of the trench coat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Looking after the trench coat will require a lot of effort.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The trench coat will need special hanging space.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please locate your most loved and most unloved fashion clothing brands on slide bars below

Low Love

High Love

Please locate the slider tab thinking about `#{q://QID136/ChoiceGroup/SelectedChoices}`

Please locate the slider tab thinking about `#{q://QID284/ChoiceGroup/SelectedChoices}`

Please indicate your age.

- ☐ 18 - 24
- ☐ 25 - 34
- ☐ 35 - 44
- ☐ 45 - 54
- ☐ 55 - 64
- ☐ 65 - 74
- ☐ 75 or older

Prefer not to say



{q://QID136/ChoiceGroup/SelectedChoices} is introducing a modern-fit trench coat. Finely tailored from waterproof cotton and finished with horn buttons, this will be the ideal choice for all your travels, whether at work or at play. The trench coat can be worn belted over tailoring or open and casual over denim and T-shirts. With an elegant double-breasted fastening and matching waist belt, this piece will serve you in style whatever the occasion or weather.


*Now, imagine you are considering purchasing this trench coat. Keep this in mind when answering the following questions**

**(CONTINUED WITH THE SAME Qs FOR MEN-abridged for brevity)*

[FOOD] Look at the list of food retailers below.

Please select the one that you have a STRONG desire to emotionally connect to and feel a strong bond with. This food retailer reflects something true and very deep about who you are as a person and makes your life more meaningful. It fulfils your expectations at a deeper level and fits your tastes perfectly. If this food retailer suddenly went out of business you would feel deeply sad. Overall, you have a strong affection to this food retailer similar to love.

If the food retailer that you feel the strongest connection to is not on the below list, please select the retailer that you feel is the most similar.

- | | |
|--|--|
| <input type="radio"/>  | <input type="radio"/>  |
| <input type="radio"/>  | <input type="radio"/>  |
| <input type="radio"/>  | <input type="radio"/>  |
| <input type="radio"/>  | <input type="radio"/>  |
| <input type="radio"/>  | <input type="radio"/>  |
| <input type="radio"/>  | |



QID6/ChoiceGroup/SelectedChoices is introducing a convenient, quick, and tasty way to have breakfast in a form of a cereal bar: the 'Active Bar'. You can have your breakfast on the go, wherever you like. Soft and chewy, high in fibre, low in sugar and fat, non-gmo, and vegetarian - these bars offer a deliciously satisfying snack for breakfast, or on any occasion when you need a boost.

Now, imagine you are considering purchasing this 'Active Bar'. Keep this in mind when answering the following questions.

Thinking about the 'Active Bar' by \${q://QID6/ChoiceGroup/SelectedChoices}

Please indicate your level of agreement with the following:






































	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
The cereal bar will fill me up.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This cereal bar will give me a nourishing start to my day.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cereal bar will have good nutritional value.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will enjoy eating this cereal bar.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will eat the cereal bar frequently.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating this cereal bar will be a pleasurable treat for me.*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*(abridged for brevity)

[AUTOMOBILE] Look at the list of car manufacturer brands below.

Please select the one that you have a STRONG desire to possess, emotionally connect to and feel a strong bond with. This car brand can say something true and very deep about who you are as a person and makes your life more meaningful. It fulfils your expectations at a deeper level and fits your tastes perfectly. If this car brand suddenly went out of existence you would feel deeply sad. Overall, you have a strong affection to this car brand similar to love.

If the car brand that you feel the strongest connection to is not on the list, please select the brand that you feel is the most similar.

- | | | | |
|---|---|---|---|
| <input type="radio"/>  | <input type="radio"/>  | <input type="radio"/>  | <input type="radio"/>  |
| <input type="radio"/> 
ASTON MARTIN | <input type="radio"/> 
HONDA | <input type="radio"/> 
Mercedes-Benz | <input type="radio"/>  |
| <input type="radio"/> 
Audi | <input type="radio"/> 
HYUNDAI | <input type="radio"/>  | <input type="radio"/> 
SUBARU |
| <input type="radio"/> 
BENTLEY | <input type="radio"/> 
JAGUAR | <input type="radio"/> 
MITSUBISHI
MOTORS | <input type="radio"/> 
SUZUKI |
| <input type="radio"/>  | <input type="radio"/>  | <input type="radio"/>  | <input type="radio"/> 
TESLA |
| <input type="radio"/> 
CHEVROLET | <input type="radio"/>  | <input type="radio"/> 
PEUGEOT | <input type="radio"/> 
TOYOTA |
| <input type="radio"/> 
CHRYSLER | <input type="radio"/> 
LAND-
ROVER | <input type="radio"/> 
PORSCHE | <input type="radio"/>  |
| <input type="radio"/> 
CITROËN | <input type="radio"/> 
LEXUS | <input type="radio"/> 
RENAULT | <input type="radio"/> 
VAUXHALL |
| <input type="radio"/> 
Ferrari | <input type="radio"/> 
MASERATI | <input type="radio"/> 
ROLLS
ROYCE | <input type="radio"/>  |
| <input type="radio"/>  | | | |



`\${q://QID286/ChoiceGroup/SelectedChoices}` has introduced a new environmentally-friendly vehicle with a unique all-electric engine. The Spirit is an innovative all-electric model that will take you up to 300 miles on a single charge. It provides a stress-free wireless charging at home - you do not have to worry about forgetting to plug in your vehicle as it will charge automatically.

The Spirit by `\${q://QID286/ChoiceGroup/SelectedChoices}` comes with autopilot capabilities designed to make your driving much safer. It accelerates from 0 to 60 mph in as little as 10 seconds.

Now, imagine you are considering purchasing this car.

With the Spirit by `\${q://QID286/ChoiceGroup/SelectedChoices}` in mind, please indicate your level of agreement with the following:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I will be able to rely on the Spirit to get me to my destination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will feel confident driving the new Spirit car.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The new Spirit car will feel very safe to drive.					<input type="radio"/>
Driving the Spirit would be good for the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would feel proud to drive the Spirit car.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would enjoy driving the Spirit car.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would drive the Spirit car as much as possible.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The next questions relate to what other people might think about your new Spirit car from \${q://QID286/ChoiceGroup/SelectedChoices}

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Driving the Spirit car will help me to feel accepted by others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Spirit will improve the way I am perceived.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Driving the Spirit will make a good impression on others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Spirit will give me social approval.*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*(abridged for brevity)

APPENDIX 2.2: Fashion Category Analysis

Table: Mauchly's Test of Sphericity

Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Epsilon ^b		
					Greenhouse-Geisser	Huynh-Feldt	Lower-bound
brand_love	.865	4.949	2	.084	.881	.950	.500

Table: Tests of Within-Subjects Effects

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
brand_love	Sphericity Assumed	13.708	2	6.854	14.393	.000
	Greenhouse-Geisser	13.708	1.761	7.782	14.393	.000
	Huynh-Feldt	13.708	1.901	7.213	14.393	.000
	Lower-bound	13.708	1.000	13.708	14.393	.001
brand_love * Order	Sphericity Assumed	3.786	2	1.893	3.975	.023
	Greenhouse-Geisser	3.786	1.761	2.149	3.975	.028
	Huynh-Feldt	3.786	1.901	1.992	3.975	.025
	Lower-bound	3.786	1.000	3.786	3.975	.054
Error(brand_love)	Sphericity Assumed	33.333	70	.476		
	Greenhouse-Geisser	33.333	61.648	.541		
	Huynh-Feldt	33.333	66.519	.501		
	Lower-bound	33.333	35.000	.952		

Estimates

brand_love	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
High	4.297	.120	4.054	4.540
Low	3.425	.171	3.078	3.772
No brand	3.937	.124	3.686	4.188

Brand love indicates the three levels of the brand love variable, i.e. high, low and no brand.

Pairwise Comparisons

(I) brand_love	(J) brand_love	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference	
					Lower Bound	Upper Bound
High	Low	.872 [*]	.174	.000	.435	1.310
	Absence	.360 [*]	.130	.027	.032	.688
Low	High	-.872 [*]	.174	.000	-1.310	-.435
	Absence	-.512 [*]	.181	.023	-.968	-.057
No brand	High	-.360 [*]	.130	.027	-.688	-.032
	Low	.512 [*]	.181	.023	.057	.968

APPENDIX 2.3: Comparative information for all dimensions of value in all three product categories

Fashion: BL means

Means Brand_love	Function al Value	Emotio nal Value	Social Value	Epi Value	Money (not sig.)
High	4.297	3.925	3.307	3.630	
Low	3.425	2.845	2.481	2.820	
No brand	3.937	3.391	2.834	3.182	

Automobile: BL means

Functional Value	Emotional Value	Social Value	Epi Value	Money	Effort (not sig.)
4.113	3.840	3.449	3.983	3.665	
3.260	2.673	2.593	2.824	3.240	
3.862	3.384	3.135	3.662	3.483	

Food: BL means

Means Brand_love	Function al Value	Emotio nal Value	Social Value	Epi Value	Money	Effort (not sig.)
High	3.304	2.886	2.408	2.687	2.870	
Low	3.076	2.622	2.245	2.476	3.206	
No brand	3.476	3.054	2.806	2.318	3.230	

FASHION: Sig. differences between levels: high-low brand love, and absence of brand

		Funct (Sig.)	Emot (Sig.)	Soc (Sig.)	Epi (Sig.)	Money (sig.)	Effort (Sig.)
High	Low	.000	.000	.000	.000	.457	1.000
	Absence	.027	.001	.019	.003	1.000	1.000
Low	High	.000	.000	.000	.000	.457	1.000
	Absence	.023	.055	.179	.114	.192	1.000

No brand	High	.027	.001	.019	.003	1.000	1.000
	Low	.023	.055	.179	.114	.192	1.000

AUTOMOBILE: Sig. differences between levels: high-low brand love, and absence of brand

		Funct (Sig.)	Emot (Sig.)	Soc (Sig.)	Epi (Sig.)	Money (sig.)	Effort (Sig.)
High	Low	.000	.000	.000	.000	.040	.299
	Absence	.200	.014	.135	.014	.838	1.000
Low	High	.000	.000	.000	.000	.040	.299
	Absence	.000	.000	.001	.000	.556	.240
No brand	High	.200	.014	.135	.014	.838	1.000
	Low	.000	.000	.001	.000	.556	.240

FOOD: Sig. differences between levels: high-low brand love, and absence of brand

		Funct (Sig.)	Emot (Sig.)	Soc (Sig.)	Epi (Sig.)	Money (sig.)	Effort (Sig.)
High	Low	.000	.000	.008	.002	.029	1.000
	Absence	.037	.073	.000	.000	.003	1.000
Low	High	.000	.000	.008	.002	.029	1.000
	Absence	.000	.000	.000	.251	1.000	1.000
No brand	High	.037	.073	.000	.000	.003	1.000
	Low	.000	.000	.000	.251	1.000	1.000

APPENDIX 3: STUDY 3

APPENDIX 3.1. STUDY 3: SURVEY.

A Study of Consumers and their Brands.

The aim of this research is to investigate consumers' relationships with brands. The survey is part of the academic research undertaken at the Kingston Business School, Kingston University London (UK).

This survey should take only around 10 minutes to complete. Please give careful attention to each question before giving a response. Your responses will remain strictly confidential and for the research purposes only. Thank you in advance for your co-operation.

Click the link below to access the survey.

Introduction Block

What is your gender?

Female

Male

Please indicate your age.

18 - 24

25 - 34

35 - 44

45 - 54

55 - 64

65 – 74

75 or older

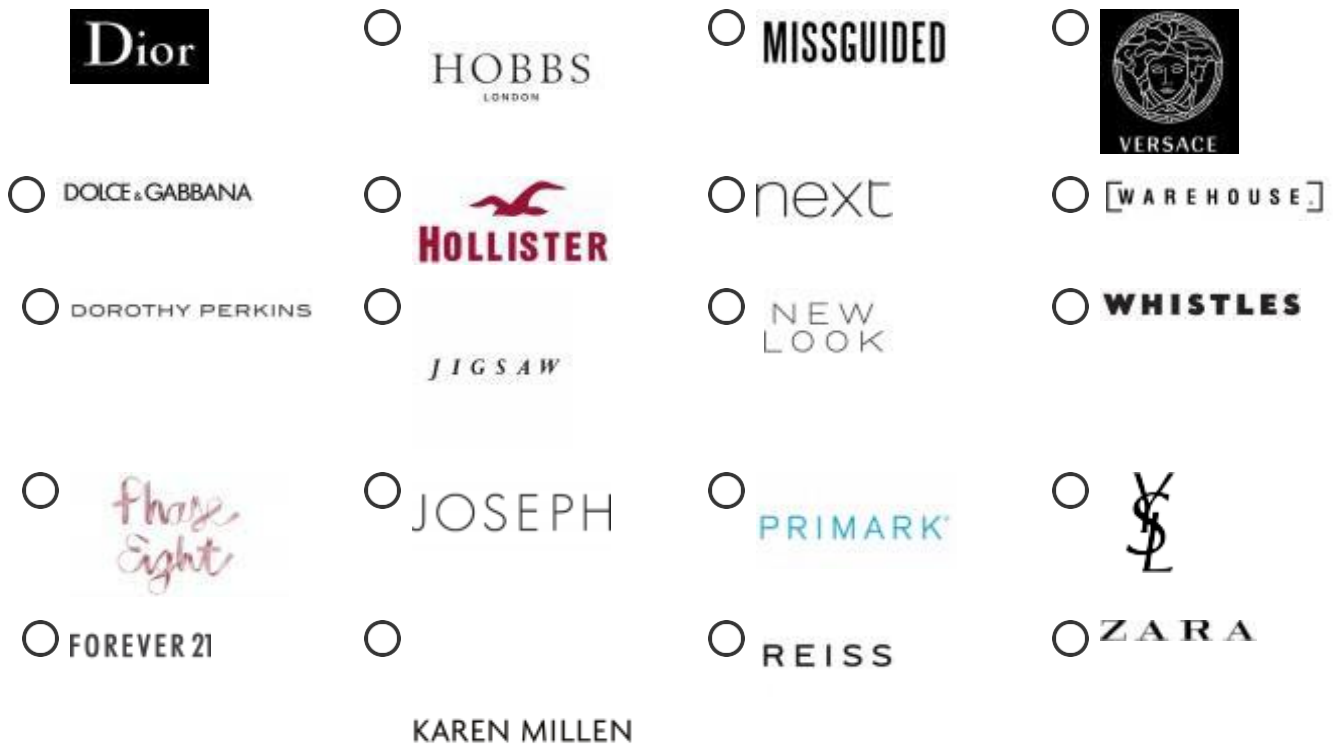
Main Block HIGH LOVE- Female

Look at the list of fashion brands below.

Please select the one that you have a STRONG desire to possess, emotionally connect and feel a strong bond with. This brand can say something true and very deep about who you are as a person and makes your life more meaningful. It fulfils your expectations at a deeper level and fits your tastes perfectly. If this brand suddenly went out of existence you would feel deeply sad. Overall, you have strong affection to this brand similar to love.

If the brand that you feel the strongest connection to is not on the below list, please select a brand that you feel is most similar.

- | | | | |
|---|---|---|---|
| <input type="radio"/>  | <input type="radio"/> FRENCH CONNECTION | <input type="radio"/>  | <input type="radio"/>  |
| <input type="radio"/>  | <input type="radio"/>  | <input type="radio"/>  | <input type="radio"/>  |
| <input type="radio"/>  | <input type="radio"/> EMPORIO ARMANI | <input type="radio"/>  | <input type="radio"/> TOMMY HILFINGER |
| <input type="radio"/> CALVIN KLEIN | <input type="radio"/> GUESS | <input type="radio"/>  | <input type="radio"/>  |
| <input type="radio"/>  | <input type="radio"/> GUCCI  | <input type="radio"/> MANGO | <input type="radio"/>  |
| <input type="radio"/> coast | <input type="radio"/>  | <input type="radio"/> MICHAEL KORS | <input type="radio"/>  |
| <input type="radio"/>  | <input type="radio"/>  | <input type="radio"/> Miss Selfridge | <input type="radio"/> URBAN OUTFITTERS |



[\\$ {q://QID136/ChoiceGroup/SelectedChoices}](#) is introducing a trench coat in fine cotton decorated with stylish buttons. A classic for all seasons and occasions, the trench can be worn belted for a close fit or open for a more casual look and can be worn just as easily over formal work wear as it can over denim. From spring and autumn showers to sunny spells, you can tackle the unpredictable British weather and dress for any occasion in this trench coat.

Now, imagine you are considering to purchase this trench coat. Keep this in mind when answering the following questions.



To what extent do you feel that this $\{q://QID136/ChoiceGroup/SelectedChoices\}$ trench coat

	Very much	2	3	Moderately	4	5	Not at all
Says something 'true' and 'deep' about whom I am as a person?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is an important part of how I see myself?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Wearing this $\{q://QID136/ChoiceGroup/SelectedChoices\}$ trench coat will

	Very much	2	3	Moderately	4	5	Not at all
Make me look like I want to look?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make me feel like I want to feel?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make my life more meaningful?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contribute something towards making my life worth living?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Considering this $\{q://QID136/ChoiceGroup/SelectedChoices\}$ trench coat, to what extent

	Very much	2	3	Moderately	4	5	Not at all
Find myself thinking about it?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Find it keeps popping into my head?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Willing to spend a lot of money improving and fine-tuning it?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Willing to spend a lot of TIME improving and fine-tuning this trench coat after I buy it?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Considering this $\{q://QID136/ChoiceGroup/SelectedChoices\}$ trench coat, to what extent you feel

	Very much	2	3	Moderately	5	6	Not at all
Desiring to wear this trench coat?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Longing to wear this trench coat?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Considering this $\{q://QID136/ChoiceGroup/SelectedChoices\}$ trench coat, please indicate the extent to which

	much	2	3	Moderately	5	6	all
Thought about it in the past?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Considered buying trench coats from this brand in the past?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Considering this $\{q://QID136/ChoiceGroup/SelectedChoices\}$ trench coat, please indicate the extent to which

	Very much	2	3	Moderately	5	6	Not at all
I feel there is a natural 'fit' between the trench coat and myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This trench coat fits my own tastes perfectly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Wearing this $\{q://QID136/ChoiceGroup/SelectedChoices\}$ trench coat, please indicate the extent to which

	Very much	2	3	Moderately	5	6	Not at all
I feel emotionally connected to it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a 'bond' with it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



To what extent do you feel that this $\{q://QID136/ChoiceGroup/SelectedChoices\}$ trench coat

	much	2	3	Moderately	5	6	all
Is fun?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is exciting?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In relation to this $\{q://QID136/ChoiceGroup/SelectedChoices\}$ trench coat, please express the extent to which

	Very much	2	3	Moderately	5	6	Not at all
I will be wearing this trench coat for a long time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This trench coat will be part of my life for a long time to come.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Suppose this $\{q://QID136/ChoiceGroup/SelectedChoices\}$ trench coat was to go out of existence, to what extent would you feel

	Very much	2	3	Moderately	5	6	Not at all
Anxiety?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apprehension?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



On the following scales, please express your overall feelings and thoughts towards the $\{q://QID136/ChoiceGroup/SelectedChoices\}$ trench coat

	Extremely positive	Moderately positive	Slightly positive	Neither positive nor negative	Slightly negative	Moderately negative	Extremely negative
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Extremely favourable	Moderately favourable	Slightly favourable	Neither favourable nor unfavourable	Slightly unfavourable	Moderately unfavourable	Extremely unfavourable
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How certain and confident are you with the answers to the questions you have just provided

	Very much	2	3	Moderately	5	6	Not at all
How certain are you of these overall feeling and evaluations you just gave above?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How much confidence do you have in these overall feelings and evaluations you just gave above?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you for your responses so far. You are now half way through the survey!

Keep thinking about this $\{q://QID136/ChoiceGroup/SelectedChoices\}$ trench coat...



With this trench coat by $\{q://QID136/ChoiceGroup/SelectedChoices\}$ in mind, please indicate your level of agreement with the following:

	Strongly agree	Somewhat agree	agree nor disagree	Somewhat disagree	Strongly disagree
This trench coat will keep me dry when it rains.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This trench coat will last me for a long time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This trench coat will fit me well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This trench coat will meet my needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will feel proud to wear this trench coat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will enjoy wearing this trench coat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will wear this trench coat as much as possible.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



The next questions relate to what other people might think about this trench coat by [QID136/ChoiceGroup/SelectedChoices](#)

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Wearing this trench coat will help me to feel accepted by others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This trench coat will improve the way I am perceived.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly agree	Somewhat agree	agree nor disagree	Somewhat disagree	Strongly disagree
Wearing this trench coat will make a good impression on others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This trench coat will give me social approval.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Keep thinking about this $\{q://QID136/ChoiceGroup/SelectedChoices\}$ trench coat.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
The design of this trench coat is the latest fashion.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The styling on this trench coat is innovative.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This trench coat will satisfy my desire for something new.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I won't get bored with wearing this trench coat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now think about this $\{q://QID136/ChoiceGroup/SelectedChoices\}$ trench coat in relation to its likely costs.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
This trench coat will cost more than similar products by other brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It will be expensive to maintain the appearance of this trench coat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Looking after this trench coat will require a lot of effort.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly agree	Somewhat agree	agree nor disagree	Somewhat disagree	Strongly disagree
This trench coat will need special hanging space.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Main Block LOW
LOVE - Female***

**(CONTINUED WITH
THE SAME Qs FOR
LOW BL and MEN-
abridged for brevity)*

APPENDIX 3.2. Study 3. Table: Cross loadings

	Ant_sep	Att_valen	Curr_self	Des_self	Effort	Emo	Emo_att	Epi	Funct	Life_mean	Long_term	Money	Pass_des	Pass_dr	Pos_effec	Self_bran	Soc	Things_d	Will_to_i	rint_fit	pos_emo	co
Att_val_1	0.359	0.977	0.679	0.7	0.013	0.858	0.631	0.779	0.591	0.625	0.755	-0.078	0.714	0.693	0.676	0.741	0.734	0.637	0.545	0.763	0.755	
Att_val_2	0.318	0.977	0.639	0.649	-0.009	0.844	0.585	0.751	0.599	0.549	0.684	-0.093	0.659	0.637	0.637	0.681	0.74	0.572	0.514	0.698	0.7	
Current_self	0.492	0.679	0.968	0.833	-0.026	0.71	0.642	0.672	0.514	0.676	0.741	-0.157	0.743	0.727	0.724	0.92	0.636	0.64	0.61	0.744	0.769	
Des_self_1der	0.492	0.679	0.968	0.833	-0.026	0.71	0.642	0.672	0.514	0.676	0.741	-0.157	0.743	0.727	0.724	0.92	0.636	0.64	0.61	0.744	0.769	
Des_self_1der	0.385	0.68	0.801	0.962	-0.158	0.721	0.579	0.601	0.438	0.617	0.723	-0.301	0.746	0.67	0.647	0.884	0.547	0.562	0.522	0.755	0.723	
Des_self_1der	0.385	0.68	0.801	0.962	-0.158	0.721	0.579	0.601	0.438	0.617	0.723	-0.301	0.746	0.67	0.647	0.884	0.547	0.562	0.522	0.755	0.723	
Des_self_1der	0.425	0.648	0.787	0.961	-0.121	0.697	0.594	0.635	0.404	0.625	0.761	-0.224	0.757	0.691	0.639	0.881	0.553	0.609	0.522	0.814	0.747	
Des_self_1der	0.425	0.648	0.787	0.961	-0.121	0.697	0.594	0.635	0.404	0.625	0.761	-0.224	0.757	0.691	0.639	0.881	0.553	0.609	0.522	0.814	0.747	
Emo_att_1	0.604	0.608	0.641	0.627	0.121	0.595	0.97	0.582	0.316	0.685	0.679	0.064	0.804	0.895	0.725	0.72	0.582	0.822	0.835	0.756	0.888	
Emo_att_1	0.604	0.608	0.641	0.627	0.121	0.595	0.97	0.582	0.316	0.685	0.679	0.064	0.804	0.895	0.725	0.72	0.582	0.822	0.835	0.756	0.888	
Emo_att_2	0.604	0.599	0.622	0.556	0.103	0.601	0.969	0.598	0.368	0.628	0.636	0.07	0.757	0.85	0.73	0.667	0.586	0.796	0.784	0.726	0.879	
Emo_att_2	0.604	0.599	0.622	0.556	0.103	0.601	0.969	0.598	0.368	0.628	0.636	0.07	0.757	0.85	0.73	0.667	0.586	0.796	0.784	0.726	0.879	
Fit_1	0.465	0.699	0.722	0.778	0.016	0.731	0.743	0.667	0.505	0.623	0.768	-0.051	0.835	0.829	0.747	0.786	0.661	0.762	0.672	0.964	0.895	
Fit_1	0.465	0.699	0.722	0.778	0.016	0.731	0.743	0.667	0.505	0.623	0.768	-0.051	0.835	0.829	0.747	0.786	0.661	0.762	0.672	0.964	0.895	
Fit_2	0.451	0.743	0.716	0.794	-0.002	0.747	0.73	0.693	0.493	0.653	0.804	-0.066	0.84	0.819	0.724	0.801	0.644	0.746	0.654	0.963	0.882	
Fit_2	0.451	0.743	0.716	0.794	-0.002	0.747	0.73	0.693	0.493	0.653	0.804	-0.066	0.84	0.819	0.724	0.801	0.644	0.746	0.654	0.963	0.882	
Life_mean_1	0.399	0.541	0.646	0.611	0.085	0.55	0.616	0.578	0.338	0.965	0.546	-0.055	0.611	0.679	0.568	0.812	0.546	0.591	0.665	0.612	0.653	
Life_mean_1	0.399	0.541	0.646	0.611	0.085	0.55	0.616	0.578	0.338	0.965	0.546	-0.055	0.611	0.679	0.568	0.812	0.546	0.591	0.665	0.612	0.653	
Life_mean_2	0.461	0.619	0.679	0.636	0.103	0.609	0.692	0.605	0.409	0.967	0.596	-0.068	0.655	0.735	0.64	0.836	0.583	0.626	0.742	0.665	0.726	
Life_mean_2	0.461	0.619	0.679	0.636	0.103	0.609	0.692	0.605	0.409	0.967	0.596	-0.068	0.655	0.735	0.64	0.836	0.583	0.626	0.742	0.665	0.726	
Long_term_1	0.381	0.704	0.709	0.738	0.002	0.764	0.639	0.671	0.517	0.553	0.976	-0.079	0.784	0.717	0.72	0.742	0.633	0.63	0.544	0.759	0.772	
Long_term_2	0.395	0.734	0.73	0.769	-0.016	0.772	0.686	0.702	0.503	0.602	0.977	-0.089	0.809	0.76	0.711	0.779	0.669	0.652	0.619	0.833	0.813	
Pass_des_use	0.457	0.709	0.729	0.784	-0.033	0.776	0.719	0.665	0.504	0.599	0.802	-0.098	0.957	0.853	0.752	0.783	0.638	0.728	0.644	0.87	0.853	
Pass_des_use	0.457	0.709	0.729	0.784	-0.033	0.776	0.719	0.665	0.504	0.599	0.802	-0.098	0.957	0.853	0.752	0.783	0.638	0.728	0.644	0.87	0.853	
Pass_des_use	0.528	0.641	0.722	0.717	0.003	0.709	0.823	0.621	0.441	0.657	0.764	-0.028	0.961	0.898	0.779	0.775	0.578	0.739	0.759	0.8	0.873	
Pass_des_use	0.528	0.641	0.722	0.717	0.003	0.709	0.823	0.621	0.441	0.657	0.764	-0.028	0.961	0.898	0.779	0.775	0.578	0.739	0.759	0.8	0.873	
Pos_aff_1	0.448	0.649	0.686	0.634	0.114	0.691	0.71	0.654	0.429	0.6	0.688	0.044	0.752	0.764	0.966	0.71	0.581	0.68	0.663	0.714	0.87	
Pos_aff_1	0.448	0.649	0.686	0.634	0.114	0.691	0.71	0.654	0.429	0.6	0.688	0.044	0.752	0.764	0.966	0.71	0.581	0.68	0.663	0.714	0.87	
Poss_aff_2	0.481	0.651	0.731	0.659	0.14	0.689	0.741	0.7	0.5	0.611	0.728	0.069	0.792	0.781	0.968	0.741	0.564	0.679	0.668	0.761	0.9	
Poss_aff_2	0.481	0.651	0.731	0.659	0.14	0.689	0.741	0.7	0.5	0.611	0.728	0.069	0.792	0.781	0.968	0.741	0.564	0.679	0.668	0.761	0.9	
Sep_diss_1	0.968	0.326	0.491	0.417	0.085	0.403	0.596	0.42	0.141	0.444	0.411	-0.042	0.509	0.563	0.437	0.5	0.461	0.525	0.514	0.462	0.542	
Sep_diss_2	0.97	0.346	0.502	0.399	0.074	0.409	0.611	0.438	0.167	0.421	0.36	-0.052	0.489	0.552	0.494	0.489	0.461	0.511	0.517	0.46	0.568	
Things_done	0.543	0.589	0.625	0.552	0.128	0.605	0.835	0.58	0.345	0.642	0.629	0.044	0.761	0.91	0.706	0.67	0.572	0.961	0.783	0.745	0.83	
Things_done	0.543	0.589	0.625	0.552	0.128	0.605	0.835	0.58	0.345	0.642	0.629	0.044	0.761	0.91	0.706	0.67	0.572	0.961	0.783	0.745	0.83	
Things_done	0.479	0.597	0.653	0.617	0.103	0.575	0.763	0.572	0.351	0.565	0.63	-0.011	0.704	0.86	0.639	0.679	0.56	0.956	0.703	0.756	0.785	
Things_done	0.479	0.597	0.653	0.617	0.103	0.575	0.763	0.572	0.351	0.565	0.63	-0.011	0.704	0.86	0.639	0.679	0.56	0.956	0.703	0.756	0.785	
Will_invest_1	0.474	0.52	0.587	0.51	0.08	0.494	0.815	0.527	0.28	0.703	0.587	0.047	0.72	0.889	0.639	0.662	0.539	0.762	0.972	0.665	0.769	
Will_invest_1	0.474	0.52	0.587	0.51	0.08	0.494	0.815	0.527	0.28	0.703	0.587	0.047	0.72	0.889	0.639	0.662	0.539	0.762	0.972	0.665	0.769	
Will_invest_2	0.559	0.533	0.623	0.544	0.144	0.495	0.806	0.566	0.287	0.713	0.571	-0.012	0.703	0.877	0.698	0.692	0.533	0.746	0.971	0.673	0.79	
Will_invest_2	0.559	0.533	0.623	0.544	0.144	0.495	0.806	0.566	0.287	0.713	0.571	-0.012	0.703	0.877	0.698	0.692	0.533	0.746	0.971	0.673	0.79	
eff_1	0.045	-0.122	-0.098	-0.226	0.918	-0.137	0.034	-0.05	-0.025	0.009	-0.091	0.676	-0.099	-0.007	0.039	-0.12	-0.078	0.044	0.041	-0.073	-0.001	
eff_2	0.112	0.198	0.142	0.034	0.777	0.164	0.204	0.246	0.077	0.203	0.128	0.46	0.124	0.187	0.232	0.138	0.14	0.201	0.192	0.133	0.206	
emo_1	0.367	0.726	0.627	0.691	-0.02	0.869	0.505	0.677	0.635	0.551	0.676	-0.05	0.661	0.565	0.533	0.692	0.712	0.466	0.415	0.633	0.609	
emo_2	0.37	0.83	0.654	0.683	0.041	0.917	0.569	0.779	0.64	0.532	0.756	-0.097	0.696	0.646	0.709	0.693	0.716	0.6	0.469	0.711	0.726	
emo_3	0.421	0.832	0.707	0.721	-0.063	0.948	0.589	0.747	0.657	0.567	0.742	-0.086	0.75	0.662	0.695	0.74	0.756	0.586	0.47	0.777	0.752	
emo_4	0.359	0.765	0.561	0.576	-0.047	0.888	0.572	0.759	0.595	0.525	0.671	-0.081	0.695	0.644	0.638	0.614	0.791	0.574	0.492	0.651	0.678	
epi_1	0.362	0.536	0.457	0.402	0.179	0.518	0.441	0.783	0.273	0.39	0.431	0.032	0.422	0.464	0.537	0.462	0.533	0.435	0.417	0.442	0.517	
epi_2	0.257	0.463	0.383	0.371	0.188	0.472	0.415	0.779	0.373	0.432	0.409	0.091	0.382	0.43	0.496	0.437	0.466	0.393	0.406	0.442	0.493	
epi_3	0.332	0.748	0.62	0.63	-0.038	0.802	0.492	0.881	0.518	0.584	0.691	-0.127	0.636	0.577	0.617	0.678	0.761	0.477	0.465	0.684	0.654	
epi_4	0.485	0.773	0.668	0.651	-0.001	0.825	0.635	0.875	0.528	0.584	0.715	-0.149	0.698	0.695	0.651	0.704	0.756	0.647	0.557	0.702	0.724	
funct_1	0.056	0.369	0.233	0.164	0.077	0.377	0.171	0.307	0.69	0.215	0.226	0.22	0.183	0.19	0.273	0.226	0.303	0.157	0.181	0.211	0.239	
funct_2	0.138	0.562	0.457	0.383	0.042	0.629	0.301	0.501	0.904	0.312	0.522	0.054	0.424	0.348	0.398	0.428	0.526	0.29	0.234	0.453	0.421	
funct_3	0.173	0.529	0.484	0.47	-0.057	0.652	0.36	0.45	0.836	0.397	0.471	-0.046	0.533	0.45	0.48	0.501	0.504	0.404	0.289	0.543	0.505	
mon_1	-0.08	-0.023	-0.08	-0.167	0.28	0.057	-0.034	0.024	0.233	-0.118	-0.019	0.623	-0.08	-0.098								

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