

Improving Brand Love Through Emotional, Loyalty, And Susceptibility To Normative Influence

Meningkatkan Kecintaan Pada Merek Melalui Emosi, Loyalitas, Dan Kerentanan Terhadap Pengaruh Normatif

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ABSTRACT

The purpose of this research is to analyze the effect of emotional brand attachment and brand loyalty on brand love as mediated by susceptibility to normative influence. The population of this study is Indonesia's Apple product consumers, and a sample of 150 respondents was gathered. The sample selection used a non-probability sampling method, specifically using purposive sampling. Smart PLS 3.0 software was utilized for data analysis. The analytical results of this study show that brand loyalty has a significant effect on brand love, brand loyalty has a significant effect on susceptibility to normative influence, emotional brand attachment has a significant effect on brand love, emotional brand attachment has a significant effect on susceptibility to normative influence, and susceptibility to normative influence has a significant effect on brand love. Eventually, susceptibility to normative influence fully mediates the effect of both brand loyalty on brand love and emotional brand attachment on brand love. The integration of these concepts is anticipated to enhance the understanding of the relationship between brand love. Future research should delve into the exploration of susceptibility to normative influence in this context, with a focus on comprehending its more profound effects on brand love. As a suggestion for further research, additional exploration can be conducted regarding other factors that may mediate the relationship between these variables, as well as cross-brand research to broaden the generalizability of the research results.

Keywords: brand loyalty, brand love, emotional brand attachment, susceptibility to normative influence.

ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh keterikatan merek secara emosional dan loyalitas merek terhadap kecintaan merek yang dimediasi oleh kerentanan terhadap pengaruh normatif. Populasi penelitian ini adalah konsumen produk Apple di Indonesia, dan sampel yang diambil sebanyak 150 responden. Pemilihan sampel menggunakan metode non-probability sampling, khususnya menggunakan purposive sampling. Perangkat lunak Smart PLS 3.0 digunakan untuk analisis data. Hasil analisis dari penelitian ini menunjukkan bahwa loyalitas merek berpengaruh signifikan terhadap kecintaan merek, loyalitas merek berpengaruh signifikan terhadap kerentanan terhadap pengaruh normatif, keterikatan merek emosional berpengaruh signifikan terhadap kecintaan merek, keterikatan merek emosional berpengaruh signifikan terhadap kerentanan terhadap pengaruh normatif, dan kerentanan terhadap pengaruh normatif berpengaruh signifikan terhadap kecintaan merek. Pada akhirnya, kerentanan terhadap pengaruh normatif sepenuhnya memediasi pengaruh loyalitas merek terhadap kecintaan merek dan keterikatan merek emosional terhadap kecintaan merek. Integrasi konsep-konsep ini diantisipasi untuk meningkatkan pemahaman tentang hubungan antara kecintaan merek. Penelitian di masa depan harus mempelajari eksplorasi kerentanan terhadap pengaruh normatif dalam konteks ini, dengan fokus pada pemahaman efek yang lebih mendalam pada kecintaan merek. Sebagai saran untuk penelitian selanjutnya, eksplorasi tambahan dapat dilakukan terkait faktor-faktor lain yang dapat memediasi hubungan antara variabel-variabel tersebut, serta penelitian lintas merek untuk memperluas generalisasi hasil penelitian.

Kata kunci: Loyalitas Merek, Kecintaan Merek, Keterikatan Merek Secara Emosional, Kerentanan Terhadap Pengaruh Normatif.

1. Introduction

Brand Love has become a focal point in various marketing and brand management literature. Brand Love reflects the positive feelings that consumers have towards a brand. It is important to acknowledge that Brand Love has a significant positive impact on consumer

behavior. The affection developed by consumers for a particular brand influences their commitment to that brand, subsequently driving them to provide positive recommendations through word-of-mouth (WOM) and willing to pay a higher price for the brand (Le, 2020). WOM typically occurs when consumers feel a significant connection between their identity and a specific brand. Therefore, Brand Love is considered highly important in marketing strategies as it has a strong influence on consumer loyalty, retention, and enhances brand appeal in competitive markets.

Currently, various gadget brands circulate in the market, including Apple, Samsung, OPPO, Vivo, Xiaomi, Huawei, OnePlus, Lenovo, Asus, and many others. These brands compete based on their respective advantages in the international market to be chosen by consumers. Among these brands, Apple is perceived by its users as more impressive due to its ability to provide superior products, services, and innovations compared to its competitors. According to Canalysis data in Q4 2022, Apple is the brand with the highest market share at 25%, followed by Samsung at 20%. Although Apple may not be the highest market share holder in Indonesia, there has been an increase in Apple product sales in Indonesia in Q4 2022 compared to Q4 2021. Apple product sales increased from 8.92% in Q4 2021 to 10.14% in Q4 2022.

This research is significant as there is a 2% increase in Apple's market share from the previous year, surpassing its competitors and becoming the largest market share holder globally. Even though Apple is not the highest market share holder in Indonesia, there has been an increase in Apple product sales in Indonesia in Q4 2022 compared to Q4 2021. Sales increased from 8.92% in Q4 2021 to 10.14% in Q4 2022.

In addition to competing based on their respective advantages, companies also strive to increase customer retention, one of which is by enhancing the sense of brand affection or brand love that their customers possess. Brand love, which refers to the emotional attachment customers have to a brand, is a concept that holds various advantages, particularly in the realm of marketing. These advantages include fostering brand loyalty, encouraging positive word-of-mouth promotion, and creating resilience against negative information. Consequently, the concept of brand love is highly applicable in the business context, particularly during the initial phases. Brand love is the level of strong emotional attachment that consumers have to a brand, and consumers are satisfied with that brand (Santos & Schlesinger, 2021). This concept was first introduced by Carroll and Ahuvia in 2006. Previous studies have shown that brand love has a significant influence on several marketing variables, as an example is brand loyalty.

The link between brand love and brand loyalty has gained prominence in current times. Brand loyalty stands out as a primary outcome of brand love (Albert & Merunka, 2013; Aro et al., 2018; Carroll & Ahuvia, 2006). Brand loyalty encompasses attitudinal loyalty and behavioral, indicating a consumer's inclination to consistently buy and repurchasing a brand, a willingness to pay a premium, a resistance to switch to alternative brands, and a willingness to recommend the brand to others (Le, 2020). Brand love transforms loyal customers into advocates or influencers for the associated brand. When consumers develop a love for a brand, it strengthens their loyalty. Emotional brand attachment plays a pivotal role in fostering consumer loyalty. According to Kotler in 1997, heightened satisfaction not only results in rational preferences but also fosters an emotional bond with the brand, ultimately leading to elevated levels of consumer loyalty. Furthermore, empirical studies conducted by Carroll and Ahuvia in 2006 indicate that emotional brand attachment and brand love serve as markers for brand loyalty, affirming that emotional brand attachment and brand love play a significant role in influencing loyalty.

2. Literature Review and Hypothesis Development

a. Literature Review

Brand Love

Brand love has gained considerable significance in literature since its initial introduction by Carroll and Ahuvia in 2006. The concept of brand love can be characterized as the extent of emotional connection formed through a consumer's interactions and experiences with a particular brand (Santos & Schlesinger, 2021). Carroll & Ahuvia in (2006) state that After consumers have used a product and undergone a highly satisfying experience, it has the potential to impact their affection for the brand positively. This, in turn, leads consumers to develop stronger loyalty to the brand and encourages them to share positive testimonials about the brand with diverse audiences. This assessment is referred to as brand love. This component significantly contributes to perceived and expressed loyalty toward the consumption object. Brand Love is the emotional response that consumers develop toward a brand, evolving over time through multiple interactions (Ghorbanzadeh & Rahehagh, 2021).

Brand love entails establishing an enduring emotional bond with a brand, whereas brand satisfaction is closely linked to the expectancy disconfirmation paradigm (Joshi & Garg, 2021). From a managerial perspective, Brand Love is a significant concept for enhancing consumer-brand relationships and can positively influence and enhance consumer loyalty, influencing their inclination to engage in positive word-of-mouth (WOM) and fostering favorable repurchase intentions (Madadi et al., 2021). Brand love plays a critical role in shaping the connection between consumers and the associated brand. Additionally, brand love is instrumental in a brand's capacity to establish dominance in the market. Cultivating brand love requires providing consumers with positive brand experiences. Once consumers develop affection for a brand, their perception of the brand is likely to undergo a positive transformation (Dewi & Kuswati, 2024)

Brand Loyalty

Brand loyalty entails a dedicated devotion to consistently buying a preferred product or service in the future, Brand loyalty involves a steadfast commitment to consistently choosing a preferred product or service in the future, leading to repeated purchases of the same brand or a set of preferred brands. This commitment remains steadfast, unaffected by external factors or marketing tactics that might otherwise prompt a shift in consumer behavior (Le, 2020). Brand loyalty is defined as the genuine commitment of customers to repeatedly purchase a specific brand (Jico et al., 2019). Brand loyalty develops when a brand aligns with the consumer's personality or when it offers satisfaction and unique benefits sought by consumers. Brand loyalty is synonymous with purchase decisions based on a strong motivation to repurchase.

Brand loyalty comprises two dimensions: behavioral loyalty, which involves the repetitive purchase of a brand by a consumer, and attitudinal loyalty, which represents a brand preference rooted in an emotional bond between the consumer and the brand (Robertson et al., 2022). Brand love has been demonstrated to impact both behavioral and attitudinal loyalty (Le, 2020). Previous research outcomes indicate that brand loyalty is a consequence of brand love (Albert & Merunka, 2013; Aro et al., 2018; Brandão et al., 2019a). The study by Veraya & Kuswati (2024) indicates that consumers who like a particular product will remain loyal to that product.

Emotional Brand Attachment

The idea of emotional attachment, derived from Bowlby's attachment theory in 1982, plays a pivotal element in marketing literature, representing the intensity of the connection consumers form with particular brand (Ghorbanzadeh & Rahehagh, 2021). Attachment is an emotional condition in a special relationship between an individual and a particular object. Emotional attachment to a brand reflects the bond that connects consumers to a specific brand and encompasses their feelings towards that brand. The increased level of brand attachment contributes to higher consumer satisfaction, consequently fostering an intention to make purchases or repurchases (Shimul, 2022).

This is further clarified by the research of (Ghorbanzadeh & Rahehagh, 2021) on 300 postgraduate students at the Islamic Azad University on smartphones and fashion in Iran, stating that consumers who experience emotional connections more deeply attached to a brand will develop love for the brand.

Susceptibility to Normative Influence

Susceptibility to Normative Influence (SNI) is a concept that measures the degree to which consumers' decisions regarding product choices are impacted by significant individuals in their lives (Bearden et al., 1989). SNI involves the societal acceptance in selecting a suitable brand. Consumers are inclined to buy a product if they think their friends, coworkers, or family members would accept or purchase the same type of product, influenced by a group. Peer influence plays a significant role in consumer decision-making (Kaur et al., 2020), purchase decisions and brand loyalty (Kim et al., 2020). Peer influence strengthens the relation between the brand and consumers, enhances brand love (Coelho et al., 2019; Huang et al., 2012), reinforces brand engagement (Kumar & Kumar, 2020), and attachment (Huang et al., 2012). Research conducted by (Le, 2020) revealed that susceptibility to normative influence (SNI) plays a role in enhancing consumer loyalty to a preferred brand.

b. Hypothesis Development

The relationship of emotional brand attachment to susceptibility to normative influence

Emotional brand attachment pertains to the emotional bond that consumers form with a brand. Susceptibility to normative influence (SNI) is a concept that refers to the extent to which an individual is influenced by the opinions and behaviors of others. According to Le (2020), emotional brand attachment can increase SNI under the influence of peers. This means that when someone loves a brand, they may be more inclined to consider the opinions and actions of those around them in relation to that brand. This illustrates how an emotional relationship with a brand can influence consumer decision-making processes and the extent to which social norms or social influence play a role in their purchasing decisions.

H1: Emotional brand attachment has a positive influence on susceptibility to normative influence in users of Apple brand products.

The relationship of brand loyalty on susceptibility to normative influence

A product recommended by friends, colleagues, or relatives through Word of Mouth (WOM) increases the intention to engage and participate in the purchase of a product, serving as an indicator of purchase intention (Sharma & Klein, 2020), and encourages other consumers to buy. Based on this, SNI can indirectly increase brand loyalty. In addition, when consumers experience satisfaction due to the acceptance of their new product within their community, it enhances their overall satisfaction. Satisfaction is a critical factor in fostering and strengthening brand loyalty (Le, 2020).

H2: Brand loyalty has a positive influence on susceptibility to normative influence in users of Apple brand products.

The relationship of emotional brand attachment to Brand Love

To develop affection for a particular brand, customers must feel a strong connection to the brand, perceiving it as indispensable. Various studies have indicated emotional attachment to a brand functions as a precursor or antecedent to the development of brand love. For instance, Kaufmann et al. (2016) suggested that brand attachment fosters the development of brand love. Similarly, following the model presented by Loureiro et al. (2012), brand attachment precedes the emergence of brand love. It can be asserted that consumers who experience satisfaction with a brand, and if this satisfaction persists, will lead to an emotional attachment to

the brand. Subsequently, once they establish an attachment to the brand, they will form a deeper emotional bond with the brand as part of the journey toward brand loyalty, which is manifest as brand love.

H3: Emotional brand attachment has a positive influence on brand love in users of Apple brand products.

The relationship of Brand Loyalty to Brand Love

Brand love in contented consumers enhances comprehension and anticipation of their behavior after consumption (Hsu & Chen, 2018). Specifically, this study proposes a direct and positive impact of brand love on brand loyalty within a population of satisfied and committed consumers. Satisfied consumers are inclined to exhibit higher loyalty to a brand (Ghorbanzadeh & Rahehagh, 2021). Previous research indicate that brand loyalty is a consequence of brand love (Brandão et al., 2019a). In line with prior studies, it is anticipated that brand love can also serve as a precursor in the transition from satisfaction to loyalty.

H4: Brand loyalty has a positive influence on brand love in users of Apple brand products.

The relationship of susceptibility to normative influence on brand love

SNI is influenced by social interaction. Consumers tend to want to be accepted in their own communities, such as in school, university, and the workplace (Le, 2020). Consumers who have an affection for a specific brand share positive recommendations with friends or their network, motivating other consumers to make purchases and fostering a sense of loyalty. (Badrinarayanan & Sierra, 2018). Thus, brand love can increase SNI under the influence of peers.

H5: Susceptibility to normative influence has a positive influence on brand love in users of Apple brand products.

The relationship of emotional brand attachment to brand love mediated by susceptibility to normative influence

Emotional brand attachment and brand love are intertwined (Ghorbanzadeh & Rahehagh, 2021), and susceptibility to normative influence can be an intermediary in this relationship. Peer influence can strengthen brand attachment, especially in teenage consumers (Le, 2020). Additional research is required to understand the connection between emotional brand attachment, brand love, and susceptibility to normative influence.

H6: Emotional brand attachment has a positive influence on brand love mediated by susceptibility to normative influence in users of Apple brand products.

The relationship of brand loyalty to brand love mediated by susceptibility to normative influence

Brand loyalty is a consequence of brand love (Brandão et al., 2019b), and susceptibility to normative influence can be an intermediary in this relationship. However, there has been no direct research on the association among brand loyalty and brand love mediated by susceptibility to normative influence. Additional research is required to understand the connection among these three variables.

H7: Brand loyalty has a positive influence on brand love mediated by susceptibility to normative influence in users of Apple brand products.

3. Data and Methodology

This research used quantitative research (deductive) approach and utilized statistical formulas to assist in analyzing the data and facts obtained. The data used in this research is primary data, which is respondent from Apple brand products users. To collect the data, researchers use questionnaire technique, using 5-point Likert scale.

The approach used in this research is purposive sampling. The sample consists of 150 consumers of Apple brand products. The criteria and requirements for respondents in this study include: 1) Have used products from the Apple brand, 2) Have the desire to repurchase Apple products. The sample in this study is determined by non-probability sampling. Data analysis uses descriptive analysis techniques and SEM PLS using SMART PLS 3.0 software. Hypothesis testing uses bootstrap and blindfold techniques.

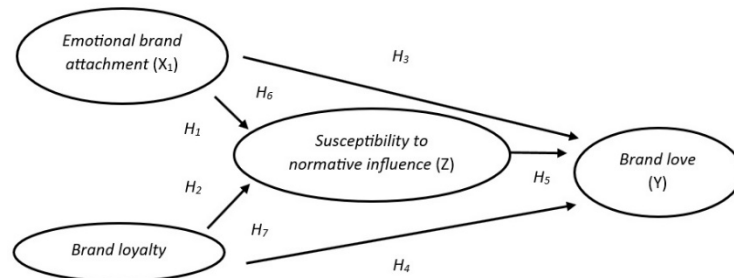


Fig 1. Conceptual Framework

Source: (Ghorbanzadeh & Rahegh, 2021) dan (Le, 2020)

4. Results and Discussion

Statistical Test Analysis

Statistical Test Analysis Data analysis was conducted using SmartPLS software through the bootstrapping procedure. Bootstrapping is performed to assess the significance of the influence between variables. The Structural Equation Model (SEM) is used to analyze the structural relationships between the proposed variables and constructs.

Outer Model

The outer model is a measurement to assess the reliability and validity of variables. Questionnaire validity is considered fulfilled when the questions within it can accurately reflect what is measured by the questionnaire. Validity testing provides benefits to ensure that each element in the questionnaire can precisely and positively depict what is intended. Measurements conducted through the external model involve discriminant and convergent validity tests (Dewi & Kuswati, 2024). In this research, the outer model uses discriminant and convergent validity to test authenticity. The convergent validity test is considered valid if the outer loading value > 0.70, and the Average Variance Extracted (AVE) > 0.50.

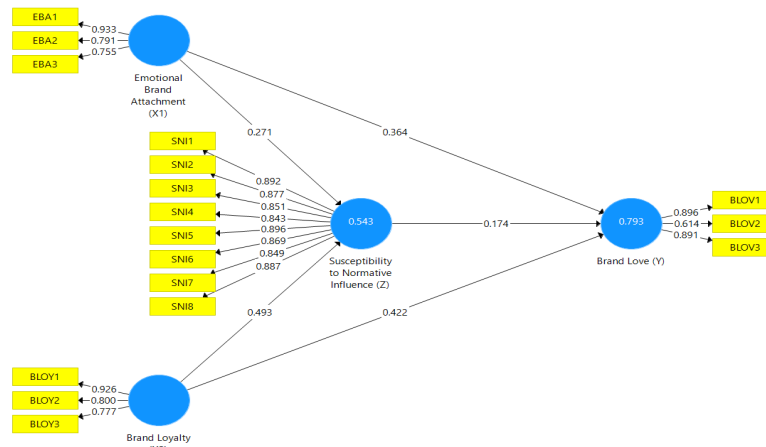


Fig 2. Outer Models
Table 1. Mean Values

	Mean	Median	Min	Max	Standard Deviation
EBA1	4.453	5.000	1.000	5.000	0.754
EBA2	4.427	5.000	1.000	5.000	0.751
EBA3	4.287	4.000	1.000	5.000	0.742
BLOY1	4.367	4.000	1.000	5.000	0.743
BLOY2	4.440	5.000	1.000	5.000	0.753
BLOY3	4.220	4.000	1.000	5.000	0.692
SNI1	3.493	4.000	1.000	5.000	1.182
SNI2	3.273	3.000	1.000	5.000	1.194
SNI3	3.233	3.000	1.000	5.000	1.241
SNI4	3.220	3.000	1.000	5.000	1.280
SNI5	3.220	3.000	1.000	5.000	1.205
SNI6	3.313	3.000	1.000	5.000	1.255
SNI7	3.387	4.000	1.000	5.000	1.264
SNI8	3.333	3.000	1.000	5.000	1.226
BLOV1	4.380	4.000	1.000	5.000	0.709
BLOV2	4.207	4.000	1.000	5.000	0.802
BLOV3	4.473	5.000	1.000	5.000	0.709

Source: Processed primary data, (2023)

Results of Validity and Reliability Test

Validity test aims to assess how well the obtained results from using a measurement align with the underlying theories of the test. This research assesses the validity of the instrument by conducting tests for convergent validity and discriminant validity. Convergent validity is affirmed when there is a strong correlation between scores obtained from two distinct instruments that are measuring the same concept. Discriminant validity is established when, based on theory, two variables are expected to have no correlation, and the measured scores confirm this lack of correlation. The convergent validity test is considered valid if the Average Variance Extracted value surpasses 0.50 (Sekaran & Bougie, 2016). The discriminant validity test is considered valid if the indicator value for each construct is higher compared to indicators for other constructs in the cross-loading test (Veraya & Kuswati, 2024).

Reliability is evaluated through tests for both consistency and stability. Reliability testing is conducted to evaluate the coherence of items measuring a concept as a set. Cronbach's Alpha, a reliability coefficient reflecting the positive correlation among items within a set, is calculated using the average intercorrelations among the items measuring the concept. Increased values of Cronbach's Alpha signify enhanced internal consistency reliability (Sekaran & Bougie, 2016). This study assesses the instrument's reliability using composite reliability and Cronbach's Alpha. The structure is considered reliable if the composite reliability score and Cronbach's Alpha exceed 0.70.

Table 2. Construct Validity and Reliability

	Factor Loading	Cronbach's Alpha	Composite Reliability	AVE
EBA	0.933	0.772	0.853	0.868
	0.791			
	0.755			

BLOY	0.926	0.787	0.874	0.700
	0.800			
	0.777			
SNI	0.892	0.954	0.962	0.758
	0.877			
	0.851			
	0.843			
	0.896			
	0.869			
	0.849			
	0.887			
BLOV	0.896	0.739	0.849	0.658
	0.614			
	0.891			

Source: Processed primary data, (2023)

Inner Model

The Inner Model is a structural model used to predict the causality between variables. The main goal of SEM analysis is to evaluate the fit of the proposed model, the fit between the theoretical model that has been constructed and the empirical data obtained. In this research, SEM is measured by fitness criteria.

Table 3. Descriptive statistics

	Frequency	Percentage
Gender		
Male	67	44,6
Female	83	55,4
Job		
Students	107	71,4
Entrepreneurs	29	19,4
Government Employees	12	8
Housewives	1	0,6
Doctors	1	0,6
Purchase Frequency		
Have made a purchase	150	100

Source: Processed primary data, (2023)

Path Analysis

Path analysis is used to illustrate the impact strength of independent variables on mediating variables and dependent variables. Meanwhile, the Coefficient of Determination (R²) is a method for evaluating the extent to which the endogenous constructs can be elucidated by the exogenous constructs. R² values are expected to fall between 0 and 1. An R² value of 0.75 indicates a strong model, 0.50 indicates a moderate model, and 0.25 indicates a weak model. Q square analysis is used to analyze whether a variable is relevant or not.

Table 4. Construct Validity and Reliability

	Factor Loading	Cronbach's Alpha	Composite Reliability	AVE
EBA	0.933	0.772	0.853	0.868
	0.791			
	0.755			
BLOY	0.926	0.787	0.874	0.700
	0.800			
	0.777			
SNI	0.892	0.954	0.962	0.758
	0.877			
	0.851			
	0.843			
	0.896			
	0.869			
	0.849			
BLOV	0.896	0.739	0.849	0.658
	0.614			
	0.891			

Source: Processed primary data, (2023)

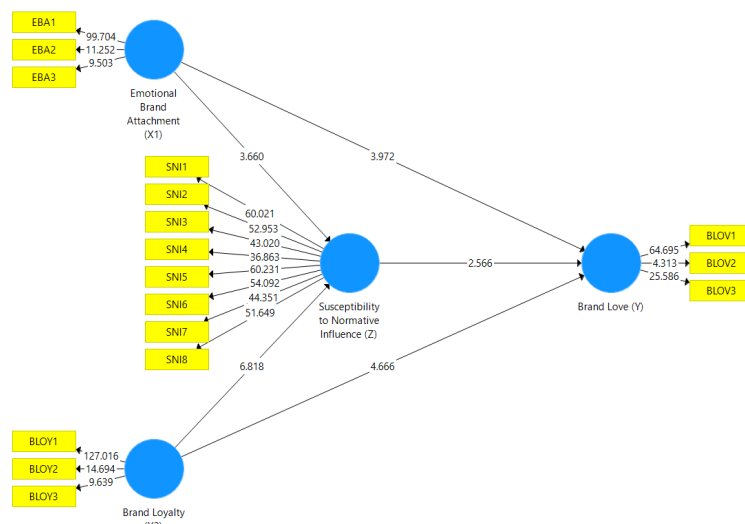


Fig 3. Inner Models

Table 5. R-Square & Q-Square Analysis Results

Variable	R ²	Q ²
Brand Love	0.793	0,487
Susceptibility to Normative Influence	0.543	0,404

Source: Processed primary data, (2023)

Table 5 shows that EBA (X_1) and BLOY (X_2) have an impact on SNI (Z) because the R-Square has a value of 0.553. Meanwhile, EBA (X_1) and BLOY (X_2) have a strong impact on BLOV (Y). Table 5 shows the q square value of BLOV (Y) is 0.404, so it can be inferred that this study holds significant observational value because the Q value is $0.404 > 1$.

Table 6. Direct Effect Hypothesis Result

	T Statistics	P Values	Explanation
EBA → SNI	3.660	0.000	Supported
BLOY → SNI	6.818	0.000	Supported
EBA → BLOV	4.729	0.000	Supported
BLOY → BLOV	5.900	0.000	Supported
SNI → BLOV	2.566	0.011	Supported

Source: Processed primary data, (2023)

Direct effect is the result that is not mediated by other variables in the model. To determine the significance value, it can be observed from the p-value. In Table 6, Emotional Brand Attachment has a significant effect on Susceptibility to Normative Influence with a p-value of 0.000. Brand Loyalty has a significant effect on Susceptibility to Normative Influence with a p-value of 0.000. Emotional Brand Attachment has a significant effect on Brand Love with a p-value of 0.000. Brand Loyalty has a significant effect on Brand Love with a p-value of 0.000. Susceptibility to Normative Influence has a significant effect on Brand Love with a p-value of 0.011. Based on the data above, H1, H2, H3, H4, and H5 are accepted.

Table 7. Indirect Effect Hypothesis Result

	T Statistics	P Values	Explanation
EBA → SNI → BLOV	2.008	0.046	SNI mediated
BLOY → SNI → BLOV	2.238	0.027	SNI mediated

Source: Processed primary data, (2023)

Based on Table 7, Susceptibility to Normative Influence mediates the influence of both Emotional Brand Attachment on Brand Love and Brand Loyalty on Brand Love, as the p-value for both relationships is < 0.05 . Thus, H6 and H7 are accepted.

5. Conclusion

This study focuses on analyzing the influence of emotional brand attachment and brand loyalty on brand love with susceptibility to normative influence as an intervening variable. The research subjects are consumers of Apple products. Based on the data analysis results, it can be concluded that Emotional Brand Attachment significantly influences Susceptibility to Normative Influence, Brand Loyalty significantly influences Susceptibility to Normative Influence, Emotional Brand Attachment significantly influences Brand Love, Brand Loyalty significantly influences Brand Love and Susceptibility to Normative significantly influences Brand Love. Susceptibility to Normative Influence mediates the influence of Emotional Brand Attachment on Brand Love, and Susceptibility to Normative Influence mediates the influence of Brand Loyalty on Brand Love. These findings provide valuable insights for marketing practitioners, indicating that understanding and leveraging brand loyalty, as well as building a strong emotional brand attachment with the brand, can be effective strategies to enhance brand love. However, it is important to note that susceptibility to normative influence may require further exploration in this context, especially to understand its deeper impact on brand love. As a suggestion for further research, additional exploration can be conducted regarding other factors that may mediate the relationship between these variables, as well as cross-brand research to broaden the generalizability of the research results.

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