The Power of Brand Love: Suggested Vision for the Relationship between Brand Experience, Loyalty, Trust, and Brand Love

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Abstract:

Brand love refers to a strong sentimental inclination toward a brand, perceive it as consumers' emotional response to the brand, which has been formed over time and in multiple interactions. Brand love is perceived as the sum of cognitive behaviors that are driven by fondness for a brand; a recent marketing concept in the research stream of consumer–brand relationships. Brand love is a profound emotional attachment and affection that customers develop towards a brand. This attachment is not just superficial, but rather a deep-seated connection that transcends mere liking or preference. When customers experience brand love, they begin to see the brand as an integral part of their lives, and this emotional bond can have a profound impact on their perceptions and behaviors. One of the key consequences of brand love is its impact on brand trust. When customers develop a strong emotional bond with a brand, they are more likely to trust it. This trust is not just based on rational evaluations of the brand's performance or features, but rather on an emotional sense of security and reliability. Customers who experience brand love are more likely to believe in the brand's integrity and reliability, and this trust can lead to increased loyalty and commitment. Research aims to explore the features of brand love that make it the key driver of brand trust. The research problem stems from the need to find the complex relationship between customer experience, brand loyalty, brand trust and brand love. The research concludes that understanding the nuances of brand interaction with brand love informs strategies for building lasting customer relationships.

Keywords:

Brand Love, Brand Experience, Brand Loyalty, Brand Trust.

الملخص:

حب البراند هو ارتباط عاطفي عميق وعاطفة يطورها العملاء تجاه البراند. هذا الارتباط ليس سطحيا فحسب ، بل هو اتصال عميق الجذور يتجاوز مجرد الإعجاب أو التفضيل. عندما يختبر العملاء حب البراند ، فإنهم يبدأون في رؤية البراند كجزء لا يتجزأ من حياتهم ، ويمكن أن يكون لهذه الرابطة العاطفية تأثير عميق على تصوراتهم وسلوكياتهم. واحدة من النتائج الرئيسية لحب البراند هي تأثيرها على ثقة البراند. عندما يطور العملاء رابطة عاطفية قوية مع علامة تجارية ، فمن المرجح أن يثقوا بها. لا تستند هذه الثقة إلى التقييمات العقلانية لأداء البراند أو ميزاتها فحسب ، بل تعتمد على الشعور العاطفي بالأمان والموثوقية. من المرجح أن يؤمن العملاء الذين يختبرون حب البراند بنزاهة البراند وموثوقيتها ، ويمكن أن تؤدي هذه الثقة إلى زيادة الولاء والالتزام. ترتبط ثقة البراند بزيادة الولاء والالتزام. على سبيل المثال ، وجدت دراسة أجراها باحثون أن حب البراند كان مؤشرا مهما على ثقة البراند ، وأن هذه الثقة ارتبطت بزيادة ولاء العملاء. تشير هذه النتائج إلى أن حب البراند هو عامل حاسم في بناء الثقة والولاء مع العملاء. الآثار المترتبة على هذه النتائج واضحة: البراندات التي يمكنها إنشاء علاقة عاطفية عميقة مع عملائها من المرجح أن تبني الثقة والولاء. لتحقيق ذلك ، يجب أن تركز البراندات على إنشاء تجارب يتردد صداها لدى العملاء على المستوى العاطفي. يمكن أن يشمل ذلك إنشاء تجارب علامة تجارية جذابة لا تنسى ، واستخدام

رواية القصص والنداءات العاطفية للتواصل مع العملاء ، وتعزيز الشعور بالانتماء والانتماء بين العملاء. من خلال إنشاء هذه الروابط العاطفية ، يمكن للعلامات التجارية بناء الثقة والولاء مع عملائها ودفع نجاح الأعمال في النهاية.

الكلمات المفتاحية:

حب البراند ، تجربة البراند ، الولاء للبراند ، الثقة بالبراند

Introduction:

Brand love is a profound emotional attachment and affection that customers develop towards a brand. This attachment is not just superficial, but rather a deep-seated connection that transcends mere liking or preference. When customers experience brand love, they begin to see the brand as an integral part of their lives, and this emotional bond can have a profound impact on their perceptions and behaviors. One of the key consequences of brand love is its impact on brand trust. When customers develop a strong emotional bond with a brand, they are more likely to trust it. This trust is not just based on rational evaluations of the brand's performance or features, but rather on an emotional sense of security and reliability. Customers who experience brand love are more likely to believe in the brand's integrity and reliability, and this trust can lead to increased loyalty and commitment. Brand trust is associated with increased loyalty and commitment. For example, a study by researchers found that brand love was a significant predictor of brand trust, and that this trust was associated with increased customer loyalty. These findings suggest that brand love is a critical factor in building trust and loyalty with customers. The implications of these findings are clear: Brands that can create a deep emotional connection with their customers are more likely to build trust and loyalty, to achieve this, brands must focus on creating experiences that resonate with customers on an emotional level. This can involve creating engaging and memorable brand experiences, using storytelling and emotional appeals to connect with customers, and fostering a sense of community and belonging among customers. By creating these emotional connections, brands can build trust and loyalty with their customers and ultimately drive business success.

Brand love refers to a strong sentimental inclination toward a brand, perceive it as consumers' emotional response to the brand, which has been formed over time and in multiple interactions. Brand love is perceived as the sum of cognitive behaviors that are driven by fondness for a brand; a recent marketing concept in the research stream of consumer–brand relationships (Hegner et al., 2017). Brand love comes from the topic of customer and brand relationships (customer - brand relationship). The brand relationship paradigm becomes a valuable explanation of brand loyalty, which explains the long-term relationship between customers and brands. From this relationship, it is known that customers can fall in love with the brand. The concept of falling in love with a brand (brand love) was conceptualized. (N.Albert ,2013). Recent studies have expanded this definition, emphasizing the role of hedonic and self-expressive benefits in fostering brand love. These benefits help consumers align their identity with the brand, reinforcing their loyalty and advocacy.

There are three differences:

(1) Satisfaction is generally conceptualized as a cognitive while brand love is affective. Satisfaction is considered the result of specific transactions at a given time – it is a mood that belongs to the past.

(2) Brand love is often the result of a long-term relationship of consumers with their brand.

(3) Finally, love implies the integration (or affective commitment) of the brand into the consumer's own identity, a characteristic that is not necessary in satisfaction.

Brand satisfaction has a positive and significant effect on brand love, this can indicate that the more customers have satisfaction with the brand, the more customers will have love (brand love) for this brand. Brand trust has a positive and significant effect on brand love, this can indicate that the better customer trust in the brand, the more customers will love (brand love) for this brand. Brand love has a positive and significant impact on brand loyalty, this can indicate that the more customers love the brand (brand love), it can increase customer loyalty to the brand. Brand love can mediate brand satisfaction with brand loyalty to products, this can indicate that brand love is able to increase customer loyalty to brands through customer satisfaction when buying products. Brand love can mediate brand trust in brand loyalty to the product; this can indicate that brand love is able to increase customer loyalty to the brand through the trust given to customers in the brand. (P. Bella Mahardika, G. Warmika, 2021).

Research Problem: The research problem stems from the need to find the complex relationship between customer experience, brand loyalty, brand trust and brand love.

Research Objective: It aims to explore the features of brand love that make it the key driver of brand trust.

Research Methodology: The research follows the descriptive approach.

First Part: Brand Love: the emotional and behavioral bonds that drive consumer loyalty

We will explain below the basic components of the concept of (Brand Love), which includes seven concepts and determinants (Passion-Driven Behavior/ Self-Brand Integration/ Positive Emotional Connection/ Long-Term Relationship/ Anticipated Separation Distress / Overall Attitude Valence/ Attitude Strength: Certainty Confidence) through which the idea and concept of (Brand Love) are clarified and communicated.
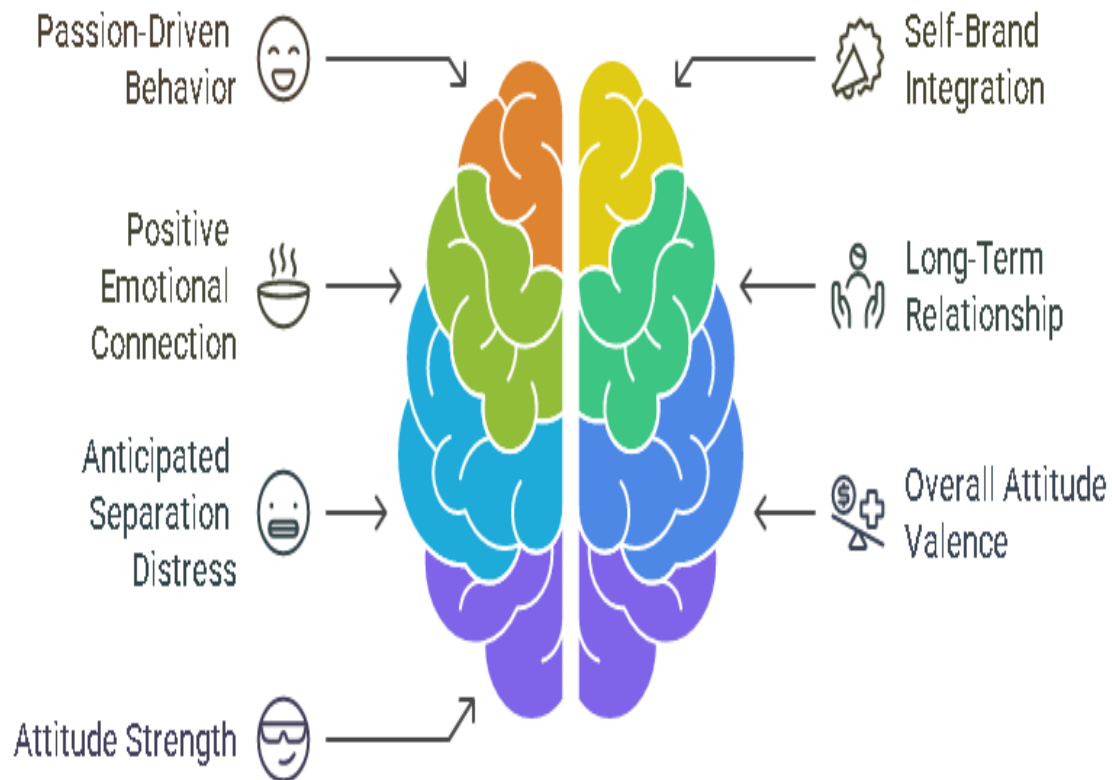
Figure 1. The basic components of Brand Love

1/Passion-Driven Behaviors

Passion-driven behaviors play a significant role in shaping brand equity and influencing consumer behavior, Passion-driven behaviors are fueled by a consumer's emotional engagement and devotion to a brand. These behaviors extend beyond traditional loyalty, reflecting an active and enthusiastic relationship with the brand, Passion-driven behaviors are critical concepts in marketing, reflecting the deep emotional connections consumers form with brands. These connections can significantly influence consumer behavior, loyalty, and advocacy.

Passion-driven behaviors and positive emotional connection indicate the most significant influence on social media driven brand love, these behaviors extend beyond transactional interactions, manifesting as an intense involvement fueled by enthusiasm and devotion. There are axes of passion-driven behaviors: The passionate desire to use, willingness to invest resources, and past involvement.

Passionate consumers invest time and resources, such as sharing experiences on social media or participating in brand-related events. This willingness to invest not only enhances the brand's visibility but also strengthens emotional connections, fostering a community of dedicated users. (Tubalawony, 2024)

Figure 2. Passion-driven behaviors shaping Coca-Cola brand equity

1/1 Passionate Desire to Use

Passionate consumers tend to engage more deeply with the brand, advocate for it, and prefer its products over competitors. Passionate desire refers to the profound emotional connection that consumers develop with a brand, consumers not only buy products out of habit or necessity but because they have an emotional investment in the brand itself. Passion influences their purchasing behavior and loyalty, Brand passion is characterized by a strong emotional attachment to a brand that surpasses mere satisfaction or loyalty, Consumers often satisfy this deeply rooted desire through the consumption of material products or the possession of beloved objects (Huber et al., 2015). In this context, the development of close relationships between consumers and brands is reported. Apple, Harley-Davidson and Starbucks Coffee are just a few examples of brands that managed to create and maintain deep emotional bonds with their customers, driven by love and passion, Consumers exhibiting a passionate desire to use a brand often demonstrate behaviors such as: Frequent purchases despite higher prices , Actively seeking information and updates about the brand, When consumers feel genuinely connected to a brand, they tend to engage more actively, showcasing behaviors such as frequent purchases and enthusiastic word-of-mouth promotion. (Jhingan, 2023)

Figure 3. Passionate Desire to Use in Giorgio Armani's brand campaign

2/1 Willingness to Invest Resources

Willingness to invest resources in a brand reflects a deeper layer of consumer passion that goes beyond mere preference.

Time investment plays a significant role in willingness to invest resources. Consumers who are passionate about a brand often dedicate time to engage with it through social media, forums, and community events. They may follow the brand's updates, share their experiences, and even advocate for it among friends and family. This brand advocacy further strengthens their connection, creating a sense of belonging and community among like-minded individuals (Ranjan & Read, 2016).

When consumers exhibit a strong emotional connection to a brand, they are often ready to allocate their money towards purchasing its products, participating in brand events, or even engaging with exclusive membership programs. This financial commitment signals not just a transactional relationship but an emotional one, where consumers feel that their investment is worth the value they receive (Brodie et al., 2019).

Figure 4. Willingness to invest resources shaping NIKE brand values

3/1 Things Done in the Past (Involvement)

Involvement with a brand often manifests through customers' past actions and experiences that shape their current perceptions and behaviors. Previous purchases serve as the foundation for future commitments, creating a bridge between initial interactions and ongoing loyalty. When consumers reflect on their prior brand experiences, they tend to evaluate the quality of service they received, the emotional satisfaction derived from those interactions, and how well the brand met their expectations. Such reflections can significantly impact their willingness to engage with the brand again.

Customer feedback plays a critical role in this context. It provides brands with valuable insights into what aspects resonate with their audience and what areas may require improvement. Brands that actively seek and respond to customer feedback create a sense of community and belonging among their consumers, which can strengthen the emotional bond and encourage repeated purchases. The more involved customers feel, the more likely they are to advocate for the brand, leading to broader recognition and loyalty in the marketplace. Understanding this dynamic is essential for brands aiming to cultivate passionate user bases. This ongoing relationship becomes a cycle where positive past experiences lead to heightened involvement, resulting in an increased likelihood of investing resources, whether through time, money, or engagement in brand-related activities. (Dandis et al., 2023)
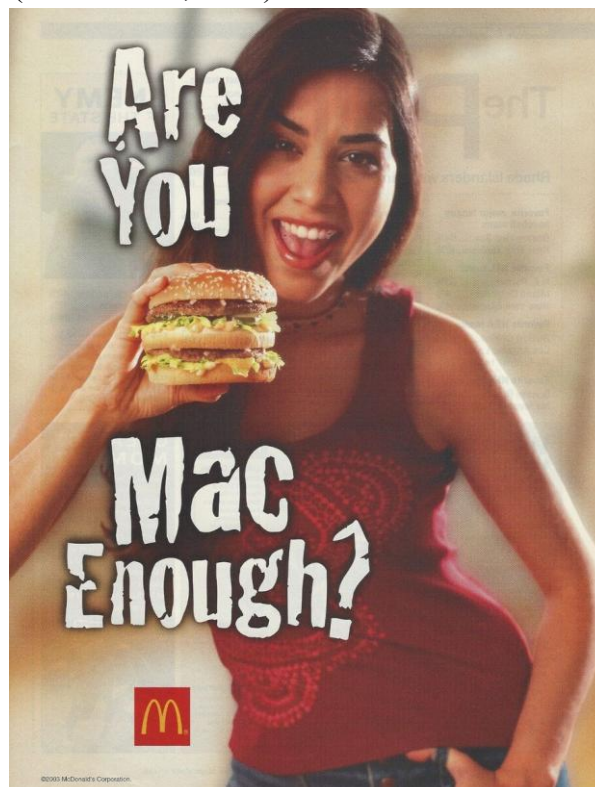
Figure 5. McDonald's nostalgic "Things Done in the Past" 2003 McDonald's Big Mac Hamburger Ad

2/ Self-Brand Integration

Self-brand integration is a pivotal concept in understanding how individuals perceive and manage their personal identities in relation to brands, this concept involves the alignment of one's Desired Self-Identity with their Current Self-Identity, Desired Self-Identity is the ideal version of oneself that people aspire to project, but Current Self-Identity reflects the reality of

who a person is at the present moment, encompassing their behaviors, experiences, and self-perceptions. When individuals successfully integrate their self-brand, they bridge the gap between these two identities, creating a more authentic representation of themselves. This process can influence their behavior and attitudes toward various brands, as those who identify strongly with a brand are more likely to make purchase decisions that reflect their desired self-image (Labrecque et al., 2013).
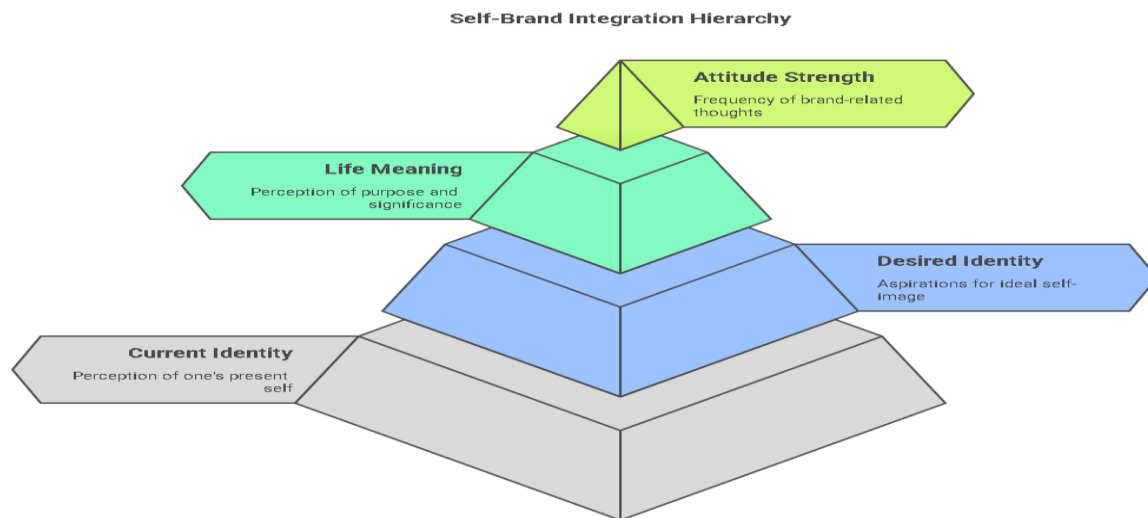

Figure 6. Self-Brand Integration Hierarchy

1/2 Desired Self-Identity

Desired self-identity refers to the aspirations individuals have regarding who they want to be or how they wish to be perceived by others. The alignment between consumers' desired identity and the brand image can lead to stronger emotional ties and loyalty, this alignment plays a critical role in motivating consumer behavior. Research indicates that brands increasingly serve as instruments for individuals to express their desired identities. Consumers often select brands that reflect their aspirations, indicating a pursuit of self-congruity. This concept aligns with the notion of symbolic consumption, where the brand is a vehicle for communicating identity goals; consumers who engage with brands that resonate with their aspirations have markedly higher brand attachment. This relationship emphasizes the need for brands to align their messaging and offerings with the evolving aspirations of their target audiences to foster loyalty and connection. (Olaya Moldes, et al., 2019)

2/2 Current self-identity

Current self-identity encompasses an individual's perception of who they are now including their values, beliefs, and behaviors. Unlike desired self-identity, which is aspirational, current self-identity is grounded, this aspect is crucial for understanding how brands impact consumer self-esteem and self-concept. Consumers often use brand associations to bridge the gap between their current and desired selves, individuals with lower self-esteem are more likely to engage with brands that project an aspirational image as a compensatory strategy. Thus, brands that understand and effectively communicate their values can play a transformative role in shaping consumers' self-identities. However, the relationship between current self-identity and self-brand integration is not static. Life transitions, such as career changes or parenthood, can alter

an individual's current self-identity, thereby influencing their brand preferences. (Reed et al. ,2012)

3/2 Life meaning

Life meaning refers to the extent to which individuals perceive their lives as purposeful and significant. The significance of life meaning relates to the degree to which people deem their lives to be meaningful and fulfilling. A person's personal values may sway their choice of brands, particularly those that focus on a sustainable lifestyle. Despite their superficial nature, these connections are not only limited in their reach but also tap into their psychological nature, tapping into their own authentic self and sense of fulfillment.

A brand's association with a consumer's values can enhance a perception of the brand as an extension of the self, particularly if the consumer is interested in the personal aspects that reflect them. This alignment influences how frequently individuals think about the brand, as they start to associate it with their self-concept. The stronger the life meaning associated with a brand, the more likely consumers are to integrate it into their lives, shaping their behaviors and choices. (Kotsi & Pike, 2021) Brand narratives are effective in generating life meaning, as consumers frequently seek brands that represent their values and beliefs in order to connect with them, especially those that have important origin stories or social missions. (Bhattacharjee et al., 2014)

Figure 7. BMW brand's association with consumer values

4/2 Attitude Strength: Frequent Thoughts

Attitude strength, particularly the frequency of thoughts about a brand, plays a critical role in self-brand integration. Brands that occupy a significant mental space in consumers' minds are more likely to become integrated into their self-concept. The more frequently individuals think about a brand, the stronger their emotional connection to it becomes. This is often achieved through consistent brand messaging and memorable experiences.

Brand identity, especially consumer preference, is shaped by the strength of one's attitude, which influences their relationship between desired self-identity and current self-identity. Consumers who frequently identify with a brand benefit from an active brand as a brand, as it tends to strengthen their brand image. A consistent thought process contributes to an overall familiar experience, which in turn generates a more favorable assessment of the brand. Consumers who frequently encounter brands on social media or through advertising are more likely to have a positive outlook, leading to loyalty and preference. (Cheng et al., 2023)

3/ Positive Emotional Connection

Positive emotional connection refers to the affective bond that consumers form with brands, characterized by feelings of joy, trust, and attachment. Brands that evoke positive emotions are more likely to become integrated into consumers' self-identity, as these emotions enhance the perceived value and relevance of the brand. This connection is often rooted in the alignment between a brand's identity and an individual's self-concept, encompassing desired self-identity, current self-identity, life meaning, and attitude strength. A positive emotional connection enhances brand loyalty, advocacy, and overall consumer satisfaction, this connection is a key driver of self-brand integration, as it reinforces the alignment between a brand's identity and an individual's self-concept.
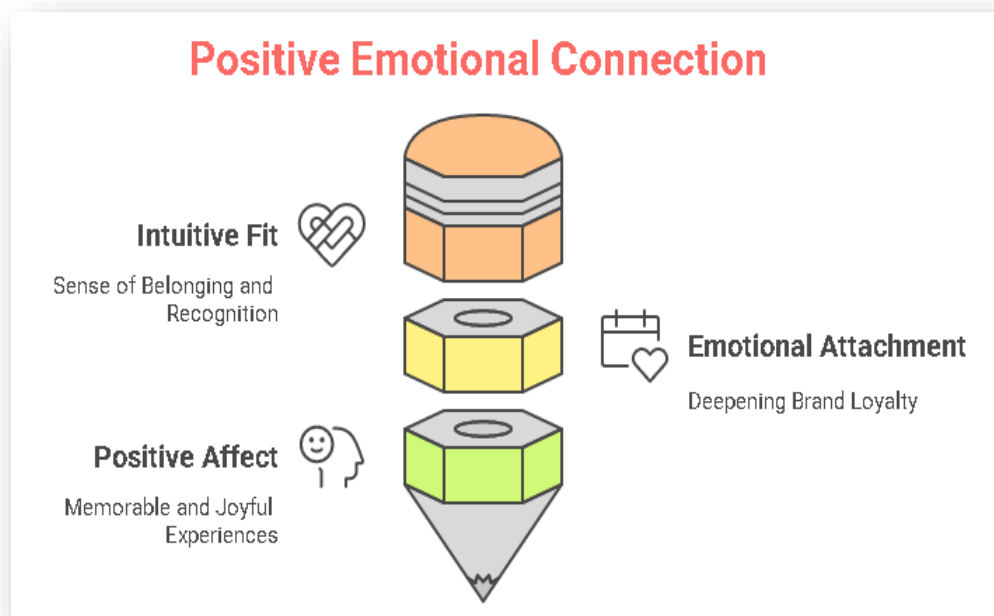

Figure 8. Positive Emotional Connection

1/3 Intuitive fit

The concept of "intuitive fit" pertains to how individuals feel a sense of belonging to a brand, it becomes more recognizable in their minds, and their willingness to support it increases. Influencing their perception of the brand consumers perceive a brand as a reflection of their aspirations and lifestyle, they are more likely to integrate it into their purchasing decisions, helping them make more informed choices. (He et al., 2016) For example, if a brand is positioned as innovative and forward-thinking, individuals who identify with these values are more inclined to engage with it and strengthen their emotional connection.

2/3 Emotional Attachment

Brand attachment is an antecedent of brand love. Therefore, it can be stated that consumers who are satisfied with the brand, this satisfaction, if continued, will cause emotional attachment to the brand, after becoming attached to the brand, they will develop a deeper emotional bond with the brand in the path of brand loyalty that is brand love, (Loureiro et al., 2012). To love a brand, consumers need to be attached to it, that feels that the brand is irreplaceable and miss it when they do not have the brand, although attachment is a widely accepted element of brand love, emotional attachment is an antecedent to brand love. For example, Kaufmann et al. (2016) proposes that brand attachment promotes brand love.

3/3 The positive effect

Brands that evoke positive emotions often create memorable experiences that enhance consumer satisfaction. The positive effect of a brand is essential in shaping consumer experiences and fostering a strong emotional connection. So, this emotional connection is cultivated through strategic brand experiences that resonate with consumers on a personal level. Positive emotions are not just momentary feelings; they can significantly influence consumer behavior and decision-making processes. For instance, when consumers feel a sense of joy or excitement associated with a brand, it can lead to increased loyalty and repeated purchases. Brands focus on building emotional connections; they must consider the intuitive fit of their offerings and the emotional narratives they create. (Agustina et al., 2024)

4/ Long-Term Relationship

A long-term relationship in emblem love means that clients invest time and emotion into their connections. Brand love isn't just a fleeting emotion; it encompasses an extended period dating that customers expand with brands over the years. This enduring connection goes beyond mere pride or liking. As consumers repeatedly engage with a logo, their attachment strengthens, leading to a deep-seated ardour for the emblem's values and services. It is characterized through deep emotional attachment, wherein customers sense a feel of loyalty and commitment to the emblem, often viewing it as part of their identification. When clients interact in a protracted-term dating with a brand, they tend to expand a more potent emotional bond that influences their purchasing choices and usual brand belief (Gómez-Suárez, 2019).

5/ Anticipated Separation Distress

Anticipated separation misery refers to the emotional uneasy purchasers' sense after they foresee a capacity disconnect from a logo they cherish. This idea performs an enormous function in understanding logo loyalty, because it highlights the intensity of emotional connection individuals domesticate with manufacturers. When customers count on losing their attachment to a logo, they will enjoy feelings like dropping a valued relationship that may result in a stronger commitment to that brand. This misery can happen in diverse methods, inclusive of increased shopping behavior or a heightened desire to interact with the logo through social media or network sports. The emotional bond shaped among consumers and types frequently leads to a state of brand loyalty that exceeds mere transactional interactions. It is a commitment rooted in accepting as true with, familiarity, and shared values. Brands that reach mitigating predicted separation distress regularly foster surroundings in which consumers experience valued and understood, encouraging ongoing engagement. As manufacturers continually deliver positive reviews, purchasers increase truth and confidence of their dating with the emblem, further reinforcing their loyalty. The role of brand anthropomorphism—attributing

human characteristics to brands—and found that when consumers perceive a brand as human-like and develop a liking for this humanized version, it positively affects components of brand love, including anticipated separation distress. This suggests that humanizing a brand can deepen the emotional bond and heighten the distress anticipated upon separation. (Delgado-Ballester et al., 2020)

6/ Overall Attitude Valence

Overall attitude valence refers to the positive or negative evaluations individuals hold towards a brand, significantly influencing consumer behavior. This concept is essential in understanding brand love, as it encapsulates how consumers perceive brands in their lives. Positive brand perception is often cultivated through effective marketing strategies, fostering an emotional connection that enhances consumer loyalty (Guliyev, 2023). When consumers develop a favorable attitude valence towards a brand, they are more likely to engage in repeated purchases and recommend the brand to others.

This emotional resonance can lead to a long-term relationship, where consumers view the brand as an integral part of their identity. Such relationships are characterized by consumers projecting their values and self-concept onto the brand, reinforcing a positive perception. In situations where anticipated separation distress arises, consumers may feel discomfort at the thought of not having access to their favored brands, further solidifying their commitment. This phenomenon highlights that a positive overall attitude valence not only shapes consumer preferences but also drives behavior, particularly in scenarios of brand loyalty.

7/ Attitude Strength: Certainty Confidence

Attitude strength plays a significant role in how consumers connect with brands. Certainty and confidence in a brand can enhance the emotional bonds formed, ultimately fostering brand love. When customers feel confident of their selections, their attitudes in the direction of a brand turn out to be more solid and enduring. This self-assurance stems from consistent fantastic stories with the brand and a clean knowledge of what it represents. Consumers who're sure approximately their choices are less in all likelihood to be swayed by competition or external affects, which solidifies their loyalty.

High attitude strength is often marked by strong feelings toward the brand, where consumers anticipate separation distress if they were to part ways with it. When a brand successfully engenders such feelings, it can lead to lasting relationships, as consumers develop a strong emotional attachment. For instance, a brand that consistently delivers quality and aligns consumers' values fosters trust, leading to a positive overall attitude. This confidence becomes a cornerstone of consumer behavior, influencing future purchases and brand advocacy.

The influence of emotional confidence on brand loyalty, by consumers with higher emotional confidence in a brand exhibit greater brand loyalty, underscoring the importance of fostering strong, confident attitudes to enhance consumer commitment. (Rizvi, et al.,2018)

Second Part: The relationship between brand experience and brand loyalty and the impact on brand love and trust.

Brand experience, including sensory, intellectual and behavioral dimensions, has a positive effect on brand loyalty. Specifically, brand experience leads to increased brand love and brand trust, which in turn enhances brand loyalty, both in terms of behavioral loyalty and attitudinal loyalty.

1/ Brand Experience (Sensory Experience/ Intellectual Experience/ Behavioural Experience)

1/1 Brand Experience: Sensory, Intellectual, and Behavioral Dimensions

Brand experience encompasses the various responses consumers have to brand-related stimuli, which can be categorized into sensory, affective, intellectual, and behavioral dimensions. These dimensions collectively shape how consumers perceive and interact with a brand, and influence consumer perceptions and relationships with brands.

The interplay among these three dimensions highlights the importance of creating a holistic brand experience that not only captivates consumers through their senses but also resonates with them intellectually and behaviorally, more, understanding these dimensions allows brands to craft comprehensive strategies that enhance consumer satisfaction and foster loyalty.

- **Sensory Experience**: This dimension involves the stimulation of the senses—sight, sound, touch, taste, and smell—through brand-related stimuli. Creating immediate emotional connections with consumers, for instance, a brand might use distinctive colors, sounds, or scents to create a memorable sensory experience or the tactile feel of a product or the visual appeal of packaging can elicit positive feelings that enhance brand perception. (A. Shamim, Muhammad M. Butt, 2013)

-**Behavioral Experience**: This dimension relates to the physical actions and behaviors a brand induce in consumers, reflects how consumers act based on their interactions with the brand. It encompasses the lifestyle integration and activities prompted by the brand.

-**Intellectual experience**: This dimension involves engaging consumers' cognitive processes, encouraging them to think and stimulating their curiosity. This dimension pertains to how brands stimulate thoughtful reflection and engage consumers in meaningful ways, often through storytelling or informative content. Brands that challenge consumers intellectually can foster deeper engagement. For example, a brand that shares its values or educates consumers about its products can foster a deeper level of engagement that leads to brand trust. (Fatonah & Susanti, 2023)

2/1 Impact of Brand Experience on Brand Love:

The revel in a brand creates for clients performs a big position in growing emblem love, which in turn strengthens emotional connections and fosters client loyalty. When a logo successfully engages customers through sensory, highbrow, and behavioral experiences, it opens doors to deeper emotional responses. Sensory experiences, which include attractive visuals, fascinating sounds, and engaging scents, create memorable interactions that consumers frequently partner with joy and delight. This emotional engagement encourages them to shape a bond with the emblem, main to what is referred to as emblem love.

Intellectual studies additionally contribute to brand love by way of stimulating purchasers' mind and aspirations. When a logo challenges purchasers intellectually, it creates a feel of admiration and respect, which can deepen their emotional connection. Behavioral reports, along with personalized provider or enticing logo communities, similarly decorate this connection via encouraging interactions that resonate with clients on a private level. Establishing these emotional ties now not most effective drives logo love however also affects patron loyalty. When consumers sense a strong affection for a brand, they may be more likely to stay unswerving, selling nice phrase-of-mouth and repeat purchases.

As brand love grows, it sets the stage for growing brand agreement with every other vital component of the consumer-emblem relationship. A logo that effectively nurtures emotional connections via fine experiences is better located to instill self belief and reliability within the eyes of its purchasers, leading us to discover how brand experience fosters logo consider. In summary, creating positive sensory, emotional, and social brand experiences is essential for cultivating brand love, which in turn can lead to increased brand loyalty and advocacy. (Muhammad Sohaib, et al., 2023)

3/1 Impact of Brand Experience on Brand Trust:

 Brand experience positively affects brand trust, which subsequently influences brand loyalty. Brand trust is expressed as a critical factor in commercial success, define brand trust as "the desire of the average consumer to trust a brand's ability to fulfill its stated function." Consumers who rely on a brand are more willing to stay loyal to that brand, buy from new brands promoted under it, pay a premium price for it, and share information about their tastes (Mabkhot et al., 2017). Brand experience plays a significant role in shaping brand trust, influencing how consumers perceive a brand's reliability and quality. This experience can be categorized into sensory, intellectual, and behavioral dimensions. Sensory experiences, such as how a product feels, looks, and sounds, create an immediate emotional response that can enhance consumer confidence. When consumers have positive sensory experiences, they are more likely to associate those feelings with the brand, fostering trust (Uripto, Lestari, 2023).

4/1 Interrelationship Between Brand Love and Brand Trust

Brand love, characterized through deep emotional attachment and affection toward a brand, can beautify emblem accept as true with. When purchasers increase a robust emotional bond with an emblem, they are much more likely to believe it, believing in its reliability and integrity. Brand love influences emblem acceptance with suggesting that the emotional connection customers experience toward a brand can cause increased acceptance. (Albert and Merunka,2013)

Brand love and emblem agree with are two interrelated principles that play giant roles in shaping client behavior and fostering logo loyalty. Brand love refers to the emotional connection that consumers develop with an emblem, characterized through affection and attachment (Batra et al., 2012). When clients sense a robust emotional bond with a logo, they may probably show off elevated loyalty. This loyalty isn't merely transactional; it is based on an emotional engagement that transcends simple pleasure with services or products.

The interplay between brand love and brand trust is evident in how they enhance brand equity. Consumers who love a brand are more likely to trust it, creating a cycle where an increased emotional attachment leads to a greater trust and vice versa. These dynamics foster strong brand loyalty, whereby consumers are not only repeated purchasers but also advocates for the brand within their social circles (Saputra et al., 2020).

2/ Brand Loyalty (Behavioural Loyalty/ Attitudinal Loyalty)
1/2 Understanding Brand Loyalty

Brand loyalty is one of the maximums noted ideas in advertising, with practitioners recognizing the range of benefits derived from it. Brand loyalty is a key idea in advertising and marketing that refers to the tendency of purchasers to consistently select a particular emblem over its

competitors. Brand loyalty is a key concept in advertising that refers to the tendency of customers to consistently pick a selected brand over its competitors. It can be categorized into two main sorts: Behavioral loyalty and attitudinal loyalty. Behavioral loyalty is characterized by the real purchase styles of consumers, reflecting their dedication to an emblem as obtrusive in repeated transactions. This form of loyalty can frequently be quantified via metrics such as purchase frequency and quantity. On the opposite hand, attitudinal loyalty encompasses the emotional and psychological connection between the consumer and the emblem. This consists of elements like brand affection, consideration, and standard pleasure with the emblem revel in.
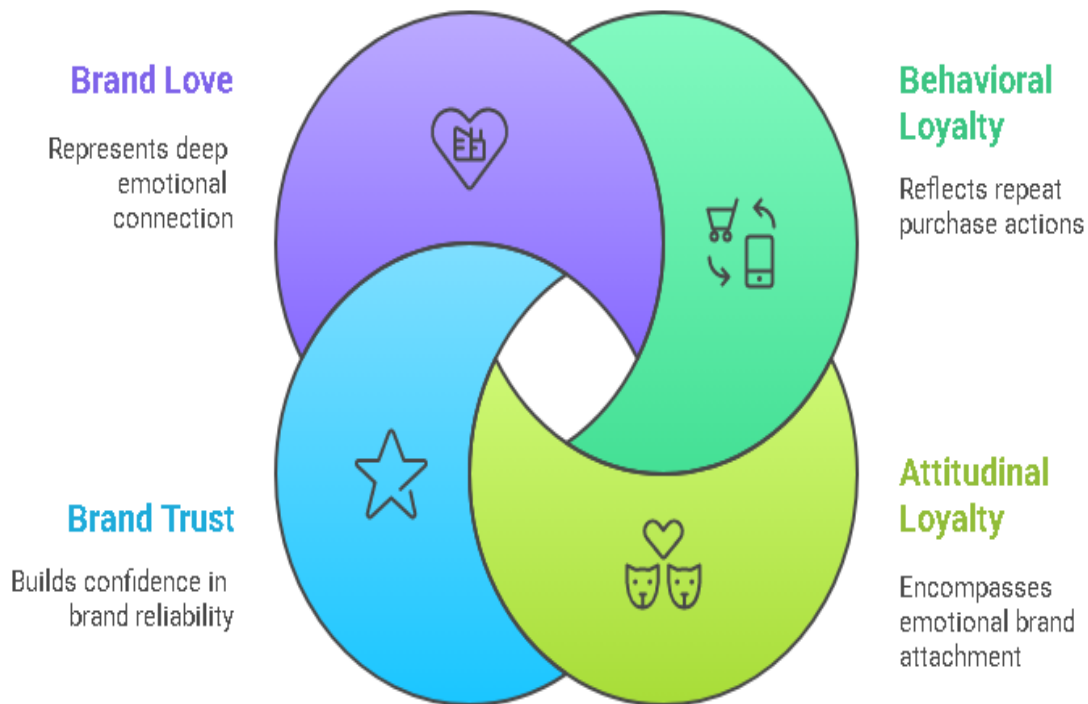

Figure 9. Dynamics of Brand Loyalty

- **<u>Behavioral Loyalty</u>**: Behavioral loyalty refers to the observable actions of clients that suggest their dedication to a brand or a product. It is regularly measured via repeated purchases and consistent engagement with a brand over the years. Behavioral loyalty is important for a brand's economic fulfillment as it ensures regular revenue through repeated purchases. However, for lengthy-term emblem achievement, businesses ought to have a goal to supplement behavioral loyalty with attitudinal loyalty, fostering not just repeated purchases, however additionally deep emotional connections. (Yan, 2024)

- <u>Attitudinal loyalty</u>: - Refers to the emotional and psychological dedication a patron has toward a brand. It is characterized by an effective attitude and a sense of attachment to the brand, which impacts their purchasing conduct and decision-making techniques.

Attitudinal loyalty can be measured via surveys and questionnaires that verify clients' emotions closer to an emblem, their probability to endorse it, and their average pleasure. In summary, attitudinal loyalty is an essential thing of logo loyalty that reflects a client's emotional attachment and commitment to an emblem, influencing their buying choices and ordinary dating with the brand. (Setiawan et al., 2024)

The interplay among those kinds of loyalty is large. While behavioral loyalty suggests a purchaser's probability to retain shopping for a brand, attitudinal loyalty reinforces this conduct with the aid of fostering a deeper emotional bond. This emotional connection can lead to increased brand love, where now customers don't do their best to select the logo but additionally suggest for it passionately. Research has shown that brand loyalty enhances tremendous word-of-mouth (WOM) verbal exchange, as satisfied customers are more likely to share their stories with others, further amplifying the emblem's visibility and reputation. (Oppong, 2021)

2/2 The Relationship between Brand Trust and Brand Loyalty

The two terms, brand trust and brand loyalty, go together in many cases, and an understanding of such a relation is important for companies looking to build long-term relationships with their customers. Brand trust refers to confidence in a brand's dependability and moral behavior. Consumers with trust in a brand will exhibit both attitudinal and behavioral loyalty, and such behavior will manifest in repeated purchasing habits. Trust forms the basis for such a relation, with customers returning to brands that they believe will deliver and consistently produce high-quality goods [(Mahato, 2024)], trust developed through such a relation forms a basis for deeper feelings towards a brand. As consumers come to have feelings for a brand, such a relation deepens, and a feedback loop strengthens such a relation, enhancing trust and advocacy even more.

3/2 The Relationship between Brand Loyalty and Brand love

The terms brand loyalty and brand affection go hand in hand and have a significant impact in defining consumer-brand relationships. Brand loyalty involves both attitudinal and behavioral dimensions. Behaviorally, it reflects the actual purchasing behavior displayed by buyers, but attitudinal loyalty reflects an emotion towards a brand, an expression of fondness towards a specific entity. As buyers develop deep feelings for a brand—usually referred to as brand affection—they become more likely to exhibit behaviorally loyal behavior, translating into repeated purchases over a period. Consumer warmth, an expression of such deep feelings, creates a feeling of belonging and individual association with a brand.

Moreover, brand affection positively impacts the level of trust in a brand. As buyers develop an emotional tie with a brand, they become more susceptible to trusting its claims and offerings, creating a feedback loop. As a brand consistently keeps its promises, it strengthens such trust, and in return, deepens brand affection. As buyers go through positive experiences with a brand, they develop deeper feelings of fondness, and such feelings can culminate in advocacy and positive word-of-mouth messages. Thus, such a feedback loop reflects that developing brand affection can go a long way in strengthening brand loyalty and creating a loyal base of buyers less susceptible to switching over to alternative brands. (F.Gecti, H. Zengin,2024)

Brand loyalty and brand love are interrelated but distinct constructs. While brand loyalty focuses on repeat purchase behavior and commitment, brand love emphasizes emotional attachment and passion. However, both are outcomes of self-brand integration and are influenced by similar factors, such as emotional connection, authenticity, and alignment with the consumer's self-concept.

Brand love often precedes brand loyalty, as the intense emotional attachment associated with brand love drives consumers to remain committed to the brand. Conversely, brand loyalty can also reinforce brand love, as repeated positive experiences with a brand deepen the emotional

bond. This reciprocal relationship highlights the importance of fostering both constructs to achieve long-term consumer engagement. (Thomson, et al.,2018)

Third Part / The Suggested Vision for Brand Love

The suggested vision depends on exploring the dynamics between brand experience, loyalty, brand love, and trust form a complex relationship that guides consumer behavior.
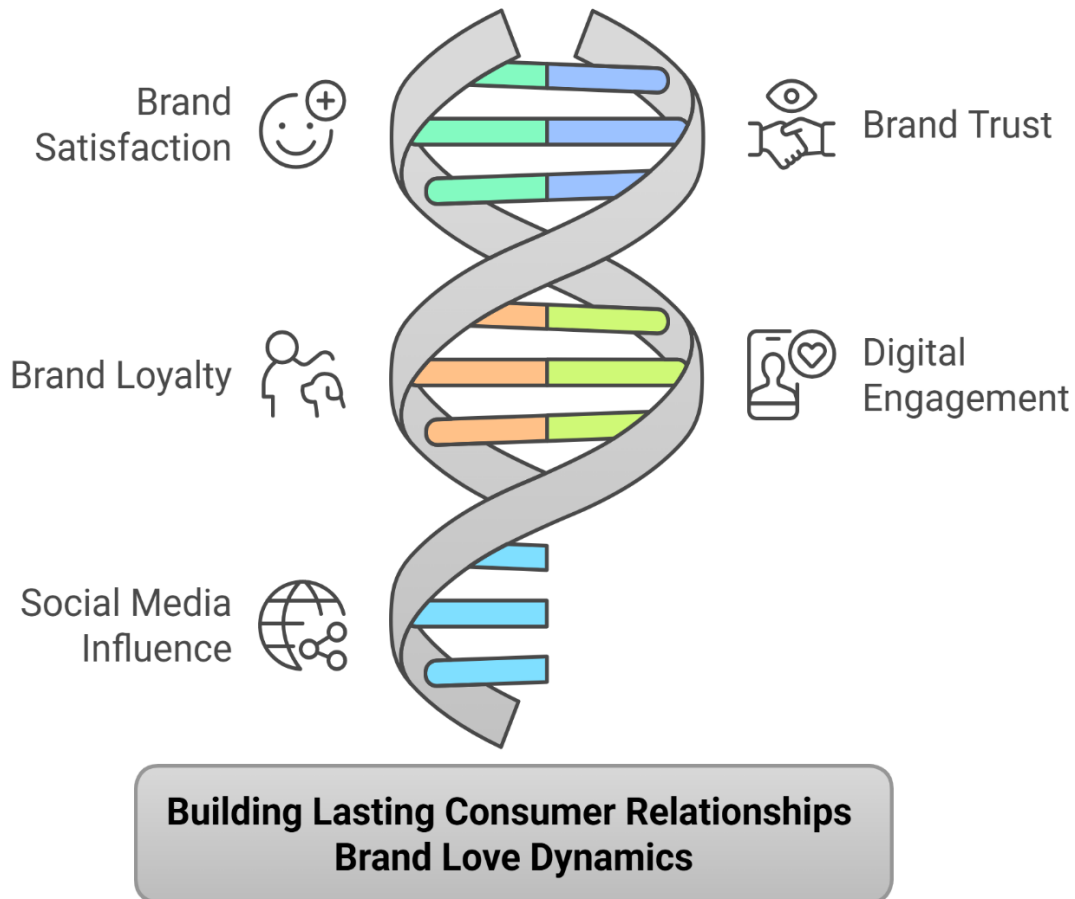

Figure 10. Suggested Vision for Brand Love Dynamics

Consumer experiences with a brand go a long way in developing brand loyalty. Consumers become more likely to develop loyalty when they have positive experiences with a brand. Not only is such loyalty developed through satisfying experiences, but through the establishment of an emotional connection during such experiences. As a consumer becomes increasingly fond of a brand, such loyalty strengthens, and repeat purchases become easier, with long-term devotion (Chairunnisa & Ruswanti, 2023).

Brand love emerges as a critical factor that enhances loyalty. Emotionally attached consumers often express love for a brand, which translates to a willingness to advocate for it and remain loyal even in the face of competitive options. This emotional bond is reinforced through consistent and meaningful brand experiences, which cultivate trust dynamics. Trust in a brand fosters a safe environment for consumers, encouraging them to engage more deeply and frequently. When customers trust a brand, they are more likely to share their positive experiences, further enhancing brand loyalty.

Brand satisfaction has a positive and significant effect on brand love, this can indicate that the more customers have satisfaction with the brand, the more customers will have love (brand love) for this brand. Brand trust has a positive and significant effect on brand love, this can indicate that the better customer trust in the brand, the more customers will love (brand love) for this brand. Brand love has a positive and significant impact on brand loyalty, this can indicate that the more customers love the brand (brand love), it can increase customer loyalty to the brand. Brand love can mediate brand satisfaction with brand loyalty to products, this can indicate that brand love is able to increase customer loyalty to brands through customer satisfaction when buying products. Brand love can mediate brand trust in brand loyalty to the product, this can indicate that brand love is able to increase customer loyalty to the brand through the trust given to customers in the brand

The suggested vision considers the influence of these elements, it becomes clear that understanding the nuances of brand interaction can inform strategies for building lasting relationships with consumers. These interconnected elements are shaped by digital engagement and the role of social media in fostering brand love.

The suggested vision key can be summarized as follows:

1. **Positive Experiences**: Positive experiences with a brand lead to customer loyalty.

2. **Emotional Connection**: An emotional connection with a brand strengthens customer loyalty.

3. **Brand Love**: Brand love increases customer loyalty.

4. **Brand Trust**: Customer trust in a brand leads to loyalty.

5. **Customer Satisfaction**: Customer satisfaction with a brand increases brand love.

6. **Social media**: social media plays a crucial role in fostering brand love.

Relationships Between Variables of the Suggested Vision

1. **Brand Love and Customer Loyalty**: Brand love increases customer loyalty.

2. **Brand Trust and Brand Love**: Customer trust in a brand increases brand love.

3. **Customer Satisfaction and Brand Love**: Customer satisfaction with a brand increases brand love.

Practical Implications of the Suggested Vision

1. **Understand Brand Interaction with Brand Love**: Understanding the nuances of brand interaction with brand love informs strategies for building lasting customer relationships.

2. **Leverage social media with Brand Love**: Utilize social media to foster brand love and customer loyalty.

Fourth Part / The relationship between brand experience, loyalty, trust, and brand love: case studies

4/1 Apple Inc.

• **Overview** :Apple is renowned for creating exceptional brand experiences through innovative products, sleek design, and superior customer service.
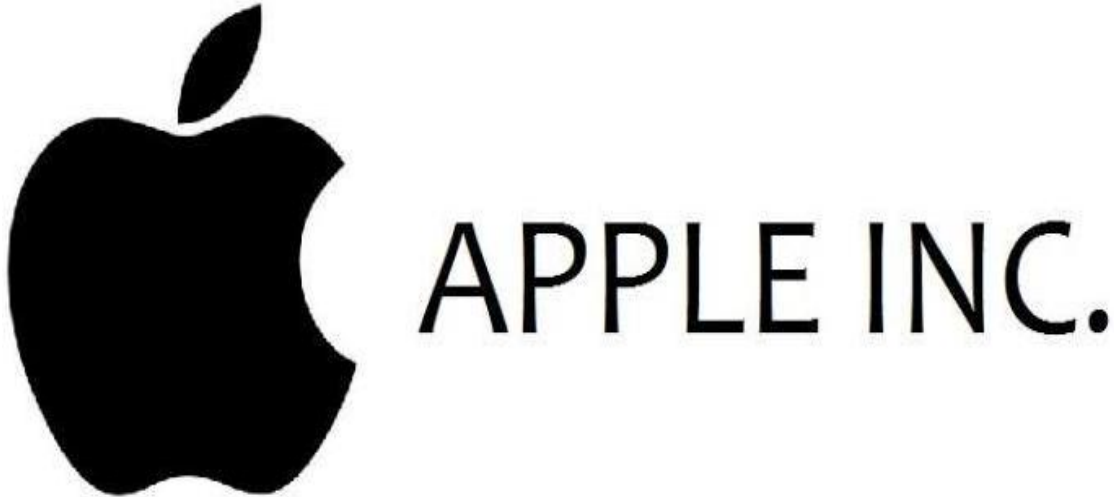
Figure 11. Apple Inc. Brand

- **Brand Experience** :Apple stores offer a seamless, engaging shopping environment that fosters a sensory and interactive experience. Their product ecosystem ensures consistent experience.
- **Loyalty & Trust** :Customers develop high loyalty due to reliability, quality, and consistent experiences, leading to repeat purchases.
- **Brand Love** :Apple fans often demonstrate emotional attachment, promoting the brand passionately and defending it against competitors.
- **Key Insight** :The positive brand experience enhances trust, which fosters loyalty and ultimately transforms into love for the brand.

 4/2 Tesla

- **Overview** :Tesla revolutionized the electric vehicle industry with innovative technology and a strong brand ethos.

Figure 12.   Tesla Brand

• **Brand Experience** :Tesla offers futuristic experience with tech-savvy interfaces, over-the-air updates, and a unique direct-to-consumer sales model.

• **Loyalty & Trust** :Tesla has cultivated a loyal customer base eager to advocate for sustainable transportation, trusting Tesla's technology and mission.

• **Brand Love** :Tesla owners often express strong emotional attachment, seeing themselves as part of a movement rather than just consumers.

• **Key Insight** :The innovative brand experience fosters trust, builds loyalty, and enhances emotional attachment or brand love.

4/3 Nike

• **Overview** :Nike creates a powerful brand experience via inspiring messaging, innovative products, and iconic advertising campaigns.

Figure 13. Nike Brand

• **Brand Experience** :High-quality products, personalized customer experiences, and motivational storytelling.

• **Loyalty & Trust** :Consumers trust Nike's performance and innovation, leading to loyalty and recurring purchases.

• **Brand Love** :Nike's campaigns evoke emotional resonance around achievement and self-empowerment, resulting in passionate brand advocates.

• **Key Insight** :Consistent positive brand experiences produce reliability and emotional resonance, strengthening loyalty and love.

4/4 Starbucks

• **Overview** :Starbucks emphasizes creating a "third place" experience, beyond home and work.

Figure 14. Starbucks Brand

- **Brand Experience** :Cozy ambiance, personalized service, and high-quality coffee.
- **Loyalty & Trust** :The Starbucks Rewards program and personalized experiences foster trust and repeat visits.
- **Brand Love** :Many customers develop emotional attachment, sharing their experiences and feeling a sense of community.
- **Key Insight** :An enriching brand experience builds trust, encouraging loyalty, which can evolve into deep brand love.

Results:

1.Passion-driven behaviors play a significant role in shaping brand equity and influencing consumer behavior, Passion-driven behaviors are fueled by a consumer's emotional engagement and devotion to a brand.

2.Involvement with a brand often manifests through customers' past actions and experiences that shape their current perceptions and behaviors. A brand's association with a consumer's values can enhance perception of the brand as an extension of the self, particularly if the consumer is interested in the personal aspects that reflect them.

3.Brands that evoke positive emotions often create memorable experiences that enhance consumer satisfaction.

4.The positive effect of a brand is essential in shaping consumer experiences and fostering a strong emotional connection.

5.The emotional resonance can lead to a long-term relationship, where consumers view the brand as an integral part of their identity. Such relationships are characterized by consumers projecting their values and self-concept onto the brand.

6.The interplay between brand love and brand trust is evident in how they enhance brand equity. Consumers who love a brand are more likely to trust it, creating a cycle where increased emotional attachment leads to greater trust and vice versa.

7.Understanding the nuances of brand interaction with brand love informs strategies for building lasting customer relationships.

8.Brand satisfaction has a positive and significant effect on brand love, this can indicate that the more customers have satisfaction with the brand, the more customers will have love (brand love) for this brand.

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