



# Measuring ‘Brand Love’: Understanding the Attitude of Millennials towards Select Brands

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## Abstract

The dynamic environment of markets has forced the market researchers to study customer orientation towards a product and his associations with the brand. Millennial are opinion leaders across all business domains in the society; this emphasizes the importance of this particular segment and their impact on brand equity. Indian business is very dynamic and is continuously being affected by the various changes due to the entry of new foreign players, high technological up gradations and changing consumer needs. Hence it has become very important for the marketers of the brands to make their brands more attractive to gain more loyalists. This study intends to propose the importance of the various factors that are responsible for creating “brand love” in the mind of the consumer and thus make the business of the brand profitable for a long time. The validation of the scales for measurement has been proven through this study and top loved brands have been got from the respondents. Brand Love scales on the various brands in the Indian context have proven that love towards the brand generate a high amount of loyalty and have significant effects through a positive ‘word of mouth’ comment.

**Keywords:** Branding, Brand love, Consumer behavior, Love marks, Millennial.

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## **Introduction**

Rajeev Batra, Aaron Ahuvia, and Richard P. Bagozzi (2012), in their study suggested a phenomenon called “Brand Love” which is a feeling of a customer towards a brand with high emotional positive content. In this study it has been confirmed that the sustenance of any brand depends upon the number of customers having the “Brand Love” feeling towards a particular brand. This phenomenon is generally used by the brands that have reached a stage of stagnation; they aim at being a sustained brand at the market by adding more and more brand loyal customers through the customer’s love of the brand.

The highest level of emotional connection of any person with a brand is considered as brand love and every company needs to strive to create such an emotional bond with the customers as it creates many advocates for the brand and products associated with the brand. History has seen many products that have been successful mainly due to the association of a powerful brand with it. So, by developing a bond of love between the customer and brand, the marketer transforms the mere product into a lovable product and if can add respect to it, then it converts itself as the Lovemark. This leads to the customer’s having the highest regard and loyalty towards the brand and tends to increase his life time value by many folds than an ordinary customer who merely sees the brand as a product or a fad.

## **Significance of the Study**

This study explores the intrinsic dynamics of customer relationship management as it focuses on the highest level of the attachment of the consumer with a brand (these brands could be aspirational or in the present usage of the consumer). Indian markets have been a green field for this new concept and this study tries to explore and enhance the understanding of a marketer in this area which would be responsible for increasing the profitability of the brands and their associated products.

Indian youth play a very crucial role in making a product reach heights or drown in the deep markets. Hence it becomes important for the researcher to study this particular segment of the market

with greater concentration in order to unravel the mysteries of attachment of a consumer towards a product. Many studies have been undertaken to understand this but they were specific to industry or the geographic area. The present proposed study deeply concerns itself about the highest level the attachment which can transform a simple product into an aspirational brand or the most loved brand in the market. This not only becomes the gateway to the next upcoming product line but also can become the life line for the business at turbulent times in the market.

### **Theoretical Framework and Definitions**

Consumers' love of particular possessions or activities has been widely noted, but suggestions that consumers have "love-like" feelings for brands come mainly from the research on delight, love, and consumer-brand relationships. While these feelings may not be perfectly analogous to the feelings one has for other people, the conclusion from these streams of work is that they can be considerably more intense than simple liking. Oliver, Rust and Varki (1997) conceptualized delight as a consumer response distinct from an expectations-disconfirmation model of satisfaction—one stemming from surprise, arousal, and positive affect. Subsequent work has provided some support for the relevance of delight as a construct of interest to marketers, but the results are not unequivocal (e.g., Durgee, 1999; Kumar, Olshavsky and King, 2001; Swan and Trawick, 1999). Limitations noted include: (1) a focus on single transactions which overlooks good feelings in long-term relationships with products and (2) little evidence for delight's usefulness as a predictor of strategic consumer behavior. The research reported here seeks to address these issues by looking at consumer brand relationships that are frequently long term in nature and by focusing more explicitly on explaining differences in consumers' brand loyalty and positive word-of-mouth. Shimp and Madden (1988) pioneered conceptual work on love in consumption with their model of "consumer-object love," based analogously on Sternberg's (1986) triangular theory of love. These authors suggested that the nature of a consumer's relationship with an object (e.g., a brand) is based on three components—liking, yearning, and decision/commitment. Crisscrossing presence/absence on these three dimensions, Shimp and Madden identified

eight possible consumer-object relationships: non-liking, liking, infatuation, functionalism, inhibited desire, utilitarianism, succumbed desire, and loyalty.

Ahuvia (1993, 2005a, 2005b) initiated an empirical research looking in detail at the consumers' ability to love products and consumption activities. Using an interpretive paradigm, Ahuvia found that many consumers do have intense emotional attachments to some "love objects," which he defined broadly as anything other than another person (e.g., playing a musical instrument, a pet, one's computer, a painting, an old car that had been a "traveling companion," books, the ocean). Ahuvia (2005b) also compared consumers' mental model of interpersonal love (i.e., the love prototype) with their descriptions of object love and found a generally good fit, although some differences were noted. Ahuvia's work suggests that there are fundamental similarities between interpersonal love and love in consumer contexts. This thinking has received further support from the recent work of Whang, Sahourym and Zhang (2004) and Thomson, MacInnis and Park (2005). Fournier (1998) also has noted the importance of love in consumers' long-term relationships with brands. Moreover, in their discussion of the various modes of consumer satisfaction, Fournier and Mick (1999, p. 11) suggest that "satisfaction-as-love probably constitutes the most intense and profound satisfaction of all." Building on the foregoing, the research presented here conceptualizes a new construct to assess satisfied consumers' feelings of love for a given brand. This construct, labeled "brand love," is viewed as a random variable within a population of satisfied consumers. The underlying thinking is that developing a love construct developed specifically for brands might contribute to:

1. A more nuanced view of satisfied consumers' feelings about brands;
2. A quantitative measure of satisfied consumers' love response to a given brand;
3. An increased understanding and prediction of desirable consumer behavior (e.g., brand loyalty, positive word-of-mouth);

4. An updated strategic objective for practitioners that recognizes differences in satisfied consumers.

## **Literature Review**

Global brands like Walmart and Microsoft are some of the most reputed and cash rich organizations but studies have shown that they are most used but not at all loved by their consumers and their customer community term them as evil global giants who make their customer to tie with their organization through vicious circle of product compatibility David Taylor (2012).

In the changing market environments, potential entrants of any business domains pose a risk to the existing companies and changing customer behavior urge the business houses to innovate newer ways to keep their existing customers and to add significant number of new customers towards their brand. Dr. Noor HasminiAbd.Ghani (2012), said that brands which have gained a significant amount of attention tend to lose its value in the minds of its consumers, and, to retain their existing customers they tend to launch loyalty programs and other activities so that they can pump life into their brand. Steven M. Shugan (2005), greatly emphasized on the factors and efforts made by marketers to gain extreme loyalty, which in the long run results in brand love towards the brand by the customers. He regarded customers as assets after the continuous brand loyalty programs; instead, they might turn into liability.

According to Rajeev Batra, Aaron Ahuvia, & Richard P. Bagozzi (2012), brand love of the consumer is majorly divided into 3 segments - affection, connection and passion. They collectively contribute to the emotional attachment of the consumer with the brand. This feeling is further supplemented by the numerous attributes stated below:

- Strongly held values
- Intrinsic rewards
- Self-identity
- Positive effect
- Passionate desire
- Emotional bonding

- Willingness to invest
- Frequent thought and use
- Length of use

Marketers constantly try to evoke the feeling of brand love in the customers to propagate word of mouth as it is the most important component of marketing and possesses the high potential to penetrate the brand in the minds of the customers. John L. Lastovicka, Nancy J. Sirianni (2011), in their study state that they do not deny that brand love exists; rather, they focus on the consumers’ love for specific, concrete, and tangible possessions, as opposed to brand love representing a love for more freely replaceable objects and abstractions within a brand designation. The study emphasizes that the elements that constitute brand love are attitude, love and interpersonal deficit as an antecedent.

In the opinion of Kevin Roberts (2004) the concept of brand love is an emerging term that connects the customer to the brand emotionally and interpersonally thus establishing a strong feeling of bonding between them. As a result the brand escalates itself to the higher level and becomes lovemark from being a mere brand. Marketers continuously seek their customers in many creative ways to create a feeling of brand love and escalate their product to the level of lovemark and completely gain the customer for a life time with high level of brand loyalty.



Fig 1: Lovemarks graph

The model suggested by Kevin Roberts clearly distinguishes the products as per the degree of respect and love they attain from the customer or user. Products with highest love and respect end up becoming lovemarks, where the brand achieves complete loyalty and admiration from the user life long, but the products with only love but no respect are termed as fads and there would be a possibility where the user might change it in the near future. Products with low respect as well as low love would end up being a mere product and this position is the most dangerous position as there would be a negligible amount of identification and recall regarding the product.

Jessica Sze et al(2008), raised the concern that amidst rapid globalization of markets the automobile industry is facing serious issues like changing preferences as they perceive global brands to have superior quality and status seeking. In such a scenario, brands need to focus on the concept of brand love and try to infuse it in their target group. Balakrishnan Menon, Dr. Jagathy Raj V.P (2012), have researched extensively on consumer preferences in the automobile industry and have stated that globalization and FDI policies in India have drastically changed the preference pattern. So the industry has focused on technological and innovative aspects to gain the trust of their customers and to gain more customers.

In the opinion of Carroll, Barbara. A. and Aaron C. Ahuvia (2006), Brand love is a feeling which is generated from numerous sources and "Sense of community as an antecedent of brand love", as a user of the brand through many generations in the family has had a satisfied experience. In their work they define Brand Love thus: "Brand love is defined as the degree of passionate emotional attachment a satisfied consumer has for a particular trade name." To measure the degree of Brand Love they have proposed a scale which constitutes the following dimensions:

- Loyalty
- Positive word of mouth
- Self-expression
- Hedonic product

These dimensions have revealed the various levels of customer engagement with the brand and vice versa. Their conclusions and conceptual model have provided an empirical support that

showcases the fact that a positive correlation exists between all the dimensions and the feeling of brand love in the customer's mind.

Noel Albert, et al (2009) contradicted the conceptual model of the Carroll, Barbara. A. and Aaron C. Ahuvia (2006), by pointing out many limitations which may arise by following the methodology proposed for their findings. To eliminate the limitations they have proposed an alternative scale containing following items.

- Uniqueness
- Pleasure
- Intimacy
- Idealization
- Duration
- Memories
- Dreams

Through the factor loadings for each dimension, the authors were able to find out the degree of intimacy and love of customer or user towards the brand. They even condensed the various factors proposed by previous researchers and considered *loyalty, trust and positive word of mouth* to be the most dominating and important factors in determining brand love. Their study showcased a positive nomological validity with the following correlation between various dimensions.

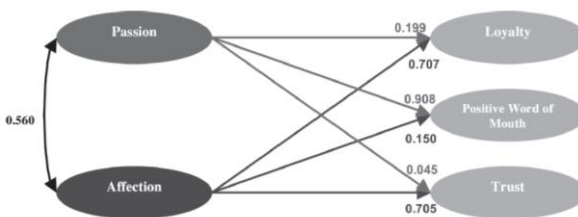


Fig 2: Correlation representation

Lars Bergkvist and TinoBech-Larsen (2010), have extended the concept of brand love by suggesting a completely new concept where the emotional distance between the brand and consumer would provide us an insight about the degree or intensity of the brand love he possesses for a particular brand. The measurement of brand love as per the authors is on the basis of the different stages which a user goes through before developing a potential love



towards the brand. *Sense of community, Brand identification, Brand Love, Brand loyalty, Active engagement*, are the different stages of the intimacy or relation between the customer and brand. This has provided the marketers a deep insight in finding the current stage and prospective stage of their brand and product with their customers.

## Research Methodologies and Procedures

Following are the various objectives of the study to explore the concept of brand love and validate the same measures mentioned by the experts in the Indian context with special reference to the millennial segment of the country.

- *To understand factors influencing "Brand Love"*: the study tries to enumerate all the favorite brands which an individual loves and check for his engagement and attachment with that brand through various statements, to extract various factors that govern and are responsible in generating or instigating the feeling of brand love in the individuals.
- *To validate scales used for measuring Brand Love in Indian context*: Various different scales have been developed by experts around the world to understand the level of brand love for their proposed segments. But this study intends to validate the same scales in the Indian context on the youth segment i.e. millennials.
- *To identify Brand elements especially 'Lovemarks' that influence "Brand Love"*: this is to understand the numerous factors contributing to the brand love of a young consumer. Through this a deep understanding about each component can be enabled for further analysis and recommendations. Components and factors like active engagement, loyalty and attachment can be explored and their individual weightage on the whole emotion of brand love can be analyzed. Hence the elements of the brands which have turned into Lovemarks (in the minds of the customer) can be analyzed and interpreted.

## Research Design

To accomplish the objectives an exploratory research has been conducted to know various elements that contribute to the feeling of “brand love”. Through an exploratory research, series of items were discovered and scales were found through which a brand is measured. Later these scales have been modified for the Indian context to conduct a descriptive research using 30 different items. Various elements were discovered and research questions were framed accordingly to measure brand love. Elements like feelings (10 items, 2 among them are reverse questions for understanding reliability of participant), active engagement or usage (4 items), loyalty (5 items) and trust (11 items) were included in the data collection instruments to measure the brand love of the intended respondent’s segment in the study. Likert-type scales were employed in each sub section of the instrument to measure the responses and the sub section of the feelings was specially designed to indicate the rating of the each element. Demographic details were also enquired to know the specificity of the several sub segments in the respondents.

## Research Questions

This research study has posed some questions to answer, with an appropriate analysis of the data collected from various respondents. Following are the questions with which this study would complete its purpose.

*Are the scales used for measuring Brand Love valid in Indian context?*

Scales proposed by the experts to measure the brand love needed to be tested in the Indian context, through this validation of the scales would be possible and a better understanding of the difference between western and Indian markets can be obtained.

*Does loyalty towards the brand have positive influences on brand love?*

The above question tests an important component of brand love i.e. loyalty of the consumer towards the brand. Even though consumers become loyal to various brands, there may be no

emotional attachment towards the brand; hence measurement of loyalty is proposed to find its impact on the brand love.

*Does trust towards the brand have positively influences on "Brand Love"?*

The other significant component of brand love is trust. Even though people trust certain brands due to their performance and quality they might not love it. To solve this dilemma, this question needs to be answered by the calculation of the weightage of the trust on the brand love.

*Does usage of the brand would positively influence "Brand Love"?*

Usage is also the essential factor to measure as a prolonged usage might affect the perception of the customer towards the brand. But some primary objects might not create a feeling of attachment towards the brand; on the contrary some of the aspirational and premium products might create an attachment without the usage, so answer to this question would reveal the weightage of the usage on brand love.

150 participants have been asked to respond to the self-administered questionnaire with 30 different items in a convenient sampling style. This has been collected from various college students at under graduate and post-graduate levels, across India. The study is completely based on the perceptions and feelings related to the young generation i.e. millennial segment, so carefully the segment of the age group 18 - 25 has been chosen to respond to the questions. For the collection of the data a structured questionnaire was used which contained various sub sections framed according to the need of the research for understanding the various elements of brand love. Initially the favorite brand of the respondent which he loved the most was asked and consequently the respondent has to rate the 10 items about his/her feelings towards their loved brand; among these questions 2 items were reverse items to check the intention and reliability of the respondent.

Various other elements like trust, loyalty and usage with the 11 items, 5 items, 4 items respectively, where the data was collected in the form of Likert-style answers. Later at the end of the

questionnaire demographics of the respondents were collected to know the age and income for accurate research results. A pilot study was conducted with an online questionnaire with 30 respondents to check the level of understanding and to measure the effectiveness of the language used in the instruments. Minor amendments were administered in the questionnaire to make it more easy and understandable for the respondent in order to gather the most unbiased and correct data for the research.

## Data Analysis

All the respondents mentioned their lovable brands to which they were connected emotionally. A total of 72 different brands have been listed from the administered questionnaire. Table 1 showcases the list of top brands among all the respondents. From them it was found that Apple was the most favorite brand and most millennials connect emotionally towards it and tend to like it the most among all brands across any product category.

Table 1: Frequencies of the favorite brands

	Frequency	Percent	Valid Percent	Cumulative Percent
Apple	14	9.4	9.4	9.4
NIKE	9	6	6	15.4
Samsung	8	5.4	5.4	20.8
Sony	7	4.7	4.7	25.5
Nokia	6	4	4	29.5
Adidas	5	3.4	3.4	32.9
HUL	5	3.4	3.4	36.2
HP	4	2.7	2.7	38.9
Tata	4	2.7	2.7	41.6
Coca cola	3	2	2	43.6
Puma	3	2	2	45.6
Reebok	3	2	2	47.7
Royal Enfield	3	2	2	49.7
UCB	3	2	2	51.7

Nike, Samsung, Sony follow in the favorite brands which millennials like to use and connect themselves emotionally and showcase a high amount of loyalty towards the product. These respondents with their respective brands not only love the product but have created an elevated image about the brand in their heart and mind and consider them special to their personality.

The reliability and equivalence of the different items of the scales used was checked by analyzing Cronbach's alpha coefficient and Hotelling's T-squared test. Table 2 shows that all the scales used viz. **Brand Love Scale**, Feelings about the brand, Loyalty, Attachment and Active achieved a high Cronbach's alpha coefficient, suggesting a high reliability (greater than 0.6 recommended by Nunally and Bernstein) and internal consistency. The results of Hotelling's T-squared test confirmed that the mean of different items under the scales used was significantly different from each other at 0.5 per cent level.

Table 2: Reliability of the scales used

Scale	Number of Items	Cronbach's Alpha	Hotelling's T-squared	F-value	Df 1	Df 2	P-value
Feelings about the brand	10	0.862	74.504	7.000	10	140	.000
Active engagement	4	0.620	639.874	67.280	9	141	.000
Loyalty	5	0.608	19.343	6.361	3	147	.000
Attachment	11	0.712	57.555	14.099	4	146	.000

Descriptive statistics were applied to the question which contained 10 items and the respondents had to rate them out of 5. Following are the items shown to the respondents.

- This is a wonderful brand.
- This brand makes me feel good.
- This brand is totally awesome.
- I have neutral feelings about this brand. **(reverse statement)**
- This brand makes me very happy.
- I love this brand!
- I have no particular feelings about this brand. **(reverse statement)**

- This brand is a pure delight.
- I am passionate about this brand.
- I’m very attached to this brand.

Descriptive statistics on the items shown above:

Table 3: Descriptive Statistics ~ Perception about **Brand ‘X’**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
This is a wonderful brand.	150	3.00	5.00	4.5467	.58604
This brand makes me feel good.	150	2.00	5.00	4.3600	.68815
This brand is totally awesome.	150	2.00	5.00	4.3133	.76093
I have neutral feelings about this brand.	150	1.00	5.00	2.4467	1.37346
This brand makes me very happy.	150	1.00	5.00	4.1533	.93217
I love this brand!	150	2.00	5.00	4.3933	.74091
I have no particular feelings about this brand.	150	1.00	5.00	2.0267	1.27940
This brand is a pure delight.	150	1.00	5.00	4.0867	.94077
I am passionate about this brand.	150	1.00	5.00	4.0467	.94362
I’m very attached to this brand.	150	1.00	5.00	3.9733	1.01629
Valid N (list-wise)	150				

Means of almost every factor is very high and near to the 5 point except the items which are written as reverse to check the intentions and biasness of the respondents. Means of the reversely coded items are very less and near to the 2.44 and 2.02 points which shows the unbiased response of the respondents. These factors have the largest standard deviation and one can infer that the largest range of the response showcases that some of the

respondents have moderate feelings about their most loved brands; this indicates a part of rationality in the minds of the respondents.

Item 1 has the lowest standard deviation, and this shows the response of the respondents' favor towards their brand by saying it as a wonderful brand.

**Factor Analysis**

Factorability of the "Feelings" in the Brand Love Scale with 10 items has been subjected to the KMO Measure and Bartlett's Test. The KMO measure of sampling adequacy is 0.828; it is greater than 0.5, which is the recommended value for acceptance of results of factor analysis, by Kaiser (1974) and Bartlett's test of sphericity was significant ( $\chi^2 = 469.085, p < .05$ ). However, low p-value of the Bartlett's test of sphericity confirms the usefulness of the factor analysis of the 10 items in the scale.

Table 4: KMO and Bartlett's Test of Sphericity\_1

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.828
Bartlett's Test of Sphericity	Approx. Chi-Square	469.085
	df	45
	Sig.	.000

Principal components analysis was used because the primary purpose was to identify and compute composite scores for the factors underlying the scale of the Brand Love. Varimax rotation was used to measure the individual factor loadings and the results suggest that the Eigen value, for the extracted 3 factors, was greater than recommended level of 1. This reveals that from the 10 items included in factor analysis, 3 dimensions were extracted and emerged with a cumulative variance of 63.732 per cent. These 3 factors explained 63.732 per cent of variance.

Table 5: Total Variance Explained\_1

<b>Total Variance Explained</b>									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.068	40.677	40.677	4.068	40.677	40.677	3.006	30.064	30.064
2	1.255	12.550	53.227	1.255	12.550	53.227	2.068	20.680	50.744
3	1.051	10.506	63.732	1.051	10.506	63.732	1.299	12.988	63.732
4	.784	7.840	71.573						
5	.694	6.937	78.510						
6	.549	5.494	84.003						
7	.491	4.911	88.915						
8	.415	4.147	93.061						
9	.361	3.614	96.676						
10	.332	3.324	100.000						
Extraction Method: Principal Component Analysis.									

Principal Component Analysis and Varimax rotations have resulted in the formation of the three factors explaining the 63.7 per cent with the primary loadings of all the items in the “Feelings” of the Brand Love Scale; more than 0.5 to form the best possible factor structure.



Table 6: Rotated Component Matrix\_1

Rotated Component Matrix <sup>a</sup>			
	Component		
	1	2	3
This is a wonderful brand.	.121	.832	-.145
This brand makes me feel good.	.427	.563	-.147
This brand is totally awesome.	.526	.496	-.166
I have neutral feelings about this brand.	.050	-.281	.876
This brand makes me very happy.	.804	.140	-.112
I love this brand!	.615	.229	-.106
I have no particular feelings about this brand.	-.532	.340	.635
This brand is a pure delight.	.428	.592	.181
I am passionate about this brand.	.674	.394	-.010
I'm very attached to this brand.	.765	.205	.039
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 11 iterations.			

Factor 1 comprises the following items and can be termed as **"Prodigious Brand"**

- This is a wonderful brand.
- This brand makes me feel good.
- This brand is a pure delight.

Factor 2 comprises the following items and can be termed as **"Brand of Ardor"**

- This brand is totally awesome.
- This brand makes me very happy.
- I love this brand!
- I am passionate about this brand.
- I'm very attached to this brand.

Factor 3 comprises the following items and can be termed as **"Impassive folk"**

- I have neutral feelings about this brand.
- I have no particular feelings about this brand.

Factorability of the “Active Engagement” in the Brand Love Scale with 4 items has been subjected to the KMO Measure and Bartlett’s Test. The KMO measure of sampling adequacy is 0.647 it is greater than 0.5, which is the recommended value for acceptance of results of factor analysis, by Kaiser (1974) and Bartlett’s test of sphericity was significant ( $\chi^2 = 77.302, p < .05$ ). However, low p-value of the Bartlett’s test of sphericity confirms the usefulness of the factor analysis of the 4 items in the scale.

Table 7: KMO & Bartlett's Test of Sphericity\_2

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.647
Bartlett's Test of Sphericity	Approx. Chi-Square	77.302
	Df	6
	Sig.	0.000

Factor analysis was applied on the items of the question dealing with the active engagement of the brand and the results are shown below:

Items

3.1. To what extent do you follow news about BRAND X?
3.2. How often do you talk about BRAND X to others?
3.3. How often do you visit the BRAND X web site?
3.4. Would you be interested in buying merchandise with the BRAND X name on it?

Table 8: Variance matrix of usage\_2

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.901	47.530	47.530	1.901	47.530	47.530
2	.903	22.564	70.094			
3	.714	17.859	87.953			
4	.482	12.047	100.000			
Extraction Method: Principal Component Analysis.						

Table 9: Component matrix of usage\_2

Component Matrix <sup>a</sup>	
	Component
	1
3.1_Follow news	.810
3.1_Talk with others	.747
3.3_Visit website	.653
3.4_Buy merchandise	.510
Extraction Method: Principal Component Analysis.	
a. 1 component extracted.	

**Interpretation:** Principal components analysis was used because the primary purpose was to identify and compute composite scores for the factors underlying the scale of Brand Love. Varimax rotation was used to measure the individual factor loadings and the results suggest that the Eigen value, for the extracted factor, was greater than recommended level of 1. This reveals that from the 4 items included in factor analysis, 1 dimension was extracted and emerged with a cumulative variance of 47.53 per cent. The univariate factor structure of this scale can be termed as “**Active Engagement**”.

Factorability of the “Loyalty” in the Brand Love Scale with 5 items has been subjected to the KMO Measure and Bartlett’s Test. The KMO measure of sampling adequacy is 0.723 it is greater than 0.5, which is the recommended value for acceptance of results of factor analysis, by Kaiser (1974) and Bartlett’s test of sphericity was significant ( $\chi^2 = 147.953, p < .05$ ). However, low p-value of the Bartlett’s test of sphericity confirms the usefulness of the factor analysis of the 5 items in the scale.

Table 10: KMO & Bartlett's Test of Sphericity\_3

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.723
Bartlett's Test of Sphericity	Approx. Chi-Square	147.953
	Df	10
	Sig.	.000

Factor analysis was applied to the items of the question dealing with the loyalty of the brand and the results are shown below:

Items

- 4.1. This is the only brand of this product that I will buy.
- 4.2. When I go shopping, I don’t even notice competing brands.
- 4.3. If my store is out of this brand, I’ll postpone buying or go to another store.
- 4.4. I’ll ‘do without’ rather than buy another brand.
- 4.5. If BRAND X is not available, it irritates me to buy another brand instead.

Table 11: Component matrix of loyalty\_3

Component Matrix<sup>a</sup>

	Component
	1
4.1_only brand I will buy	.773
4.2_When I go shopping, I don't even notice competing brands.	.732
4.3_If my store is out of this brand, I'll postpone buying or go to another store.	.764
4.4_I'll 'do without' rather than buy another brand.	.662
4.5_If BRAND X is not available; it irritates me to buy another brand instead.	.471
Extraction Method: Principal Component Analysis.	
a. 1 component extracted.	

**Interpretation:** Principal components analysis was used because the primary purpose was to identify and compute composite scores for the factors underlying the scale of Brand Love. Varimax rotation was used to measure the individual factor loadings and the results suggest that the Eigen value, for the extracted factor, was greater than recommended level of 1. This reveals that from the 5 items included in factor analysis, 1 dimension was extracted and emerged with a cumulative variance of 47.505 per cent. The univariate factor structure of this scale can be termed as **“Loyalty”**.

Factorability of the “Attachment” in the Brand Love Scale with 11 items has been subjected to the KMO Measure and Bartlett’s Test. The KMO measure of sampling adequacy is 0.854 it is greater than 0.5, which is the recommended value for acceptance of results of factor analysis, by Kaiser (1974) and Bartlett’s test of sphericity was significant ( $\chi^2 = 677.794, p < .05$ ). However, low p-value of the Bartlett’s test of sphericity confirms the usefulness of the factor analysis of the 11 items in the scale.

Table 12: KMO and Bartlett's Test \_4

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.854
Bartlett's Test of Sphericity	Approx. Chi-Square	677.794
	df	55
	Sig.	.000

Table 13: Variance matrix of loyalty\_4 . Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.787	43.516	43.516	4.787	43.516	43.516	3.169	28.813	28.813
2	1.442	13.109	56.625	1.442	13.109	56.625	2.248	20.432	49.245
3	1.045	9.500	66.124	1.045	9.500	66.124	1.857	16.880	66.124
4	.821	7.466	73.591						
5	.623	5.663	79.254						
6	.512	4.658	83.912						
7	.444	4.034	87.946						
8	.408	3.707	91.653						
9	.380	3.451	95.104						
10	.312	2.836	97.940						
11	.227	2.060	100.000						

Principal components analysis was used because the primary purpose was to identify and compute composite scores for the factors underlying the scale of Brand Love. Varimax rotation was used to measure the individual factor loadings and the results suggest that the Eigen value, for the extracted 3 factors, was greater than recommended level of 1. This reveals that from the 11 items

included in factor analysis, 3 dimensions were extracted and emerged with a cumulative variance of 66.124 per cent.

Table 14: Rotated component matrix of trust\_4

Rotated Component Matrix <sup>a</sup>			
	Component		
	1	2	3
This brand symbolizes the kind of person I really am inside.	.774	.127	.161
This brand reflects my personality	.802	.256	.070
This brand is an extension of my inner self.	.751	.246	.157
This brand mirrors the real me.	.770	.265	.280
This brand contributes to my image.	.651	.338	.012
This brand adds to a social 'role' I play.	.379	.724	.156
This brand has a positive impact on what others think of me.	.246	.799	.188
This brand improves the way society views me.	.240	.842	.012
This brand does not disappoint	.128	.157	.802
In the event of failure from the brand, I think I will forgive. Everyone can make mistakes	.261	-.031	.568
I have never been disappointed by this brand	-.001	.150	.835
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 5 iterations.			

**Interpretation:** Principal Component Analysis and Varimax rotations have resulted in the formation of the three factors explaining the 66.124 per cent with the primary loadings of all the items in the "Feelings" of the Brand Love Scale; more than 0.5 to form the best possible factor structure.

**Factor\_1: Pneumic attachment**

1-5 items constitute the factor 1 and it showcases the attachment of the personality of the respondent with brand. *Pneumic* refers to the inner self of an individual as this factor consists of the various items which symbolize the brand as the inner self of an individual.

**Factor\_2: Boatload Conscious**

6-8 items constitute the factor 2 and it showcases the attachment of the individual with the brand and his consciousness in the society about his association with brand. *Boatload* is the term which is utilized for the strangers in the society, as in the 17<sup>th</sup> century people

used to travel by boats from one place to other. Hence this factor is named after it as it is the combination of items referring to the individual’s love with respect to the social status.

**Factor\_3: Adamant Love**

9-11 items in the question clearly shows the respondents’ liking of brand because, their lovable brand does not disappoint them during the usage.

**Regression**

Loyalty scores were regressed on the 3 factors deduced from the attachment scale i.e. Pneumatic Attachment, Boatload Conscious and Adamant Love. These 3 independent variables or predictors have accounted for the variance ( $R^2 = 0.432$ ,  $F(3,146) = 37.012$ ,  $p < 0.1$ ).

Table 15: Model Summary for the Regression\_1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.657 <sup>a</sup>	.432	.420	.54731

a. Predictors: (Constant), REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1

Table 16: ANOVA for the Regression\_1

ANOVA <sup>b</sup>						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	33.260	3	11.087	37.012	.000 <sup>a</sup>
	Residual	43.734	146	.300		
	Total	76.994	149			

a. Predictors: (Constant), REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1  
 b. Dependent Variable: Loyalty



Table 17: Coefficients for the Regression\_1

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.548	.045		57.018	.000
	Pneumic Attachment for analysis 1	.356	.045	.495	7.931	.000
	Boatload Conscious for analysis 1	.151	.045	.210	3.364	.001
	Adamant Love for analysis 1	.272	.045	.378	6.068	.000

a. Dependent Variable: Loyalty

The results of the regression indicated that the 3 predictors have successfully explained 77.9% of variance and the extraversion aggressively predicted tendencies ( $\beta = .495, p < .05$ ), ( $\beta = .210, p < .05$ ), ( $\beta = .378, p < .05$ ).

Equation of the above regression analysis 1 can be structured with the data generated i.e.

$$Loyalty = 2.548 + 0.356 (Pneumic Attachment) + 0.151 (Boatload Conscious) + 0.272 (Adamant Love)$$

Active Engagement scores were regressed on the 3 factors deduced from the attachment scale i.e. Pneumic Attachment, Boatload Conscious and Adamant Love. These 3 independent variables or predictors have accounted for the variance ( $R^2 = 0.143, F(3,146) = 8.099, p < 0.05$ ).

Table 18: Model Summary for the Regression\_2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.378 <sup>a</sup>	.143	.125	.62435
a. Predictors: (Constant), REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1				

Table 19: ANOVA for the Regression\_2

ANOVA <sup>b</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9.472	3	3.157	8.099	.000 <sup>a</sup>
	Residual	56.913	146	.390		
	Total	66.385	149			
a. Predictors: (Constant), REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1						
b. Dependent Variable: Engagement						

Table 20: Coefficients for the Regression\_2

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.790	.051		74.345	.000
	Pneumic Attachment for analysis 1	-.185	.051	-.278	-3.625	.000
	Boatload Conscious for analysis 1	-.083	.051	-.125	-1.629	.105
	Adamant Love for analysis 1	-.149	.051	-.223	-2.916	.004
a. Dependent Variable: Engagement						

The results of the regression indicated that the 3 predictors have unexplained variance and the extraversion weakly predicted tendencies ( $\beta = -.278$ ,  $p < 0.05$ ). Results signify that these 3 independent variables do not predict the value of the active engagement.

Equation of the above regression analysis 2 can be structured with the data generated i.e.

$$\text{Active Engagement} = 3.790 - 0.185 (\text{Pneumic Attachment}) - 0.83 (\text{Boatload Conscious}) - 0.149 (\text{Adamant Love})$$

### **Conclusion and Recommendations:**

Findings of the analysis clearly indicate that there is a high positive indication towards brand love and the components asked in the questionnaire. Elements like trust, active engagement and loyalty have a positive impact on building brand love and the measurement scales constructed by the experts mentioned above are correct and can be said to be valid in the Indian context with reference millennials. Understanding brand love has been easier and it has shown various other elements contributing to the element of trust such as Prodigious Brand, Brand of Ardor and Impassive folk.

These factors with the usage and active engagement contribute to building brand love and the results with variance show us the importance value of the individual element. From the various frequencies it has been observed that Apple has been chosen as the best loved brand by the maximum number of respondents, followed by Nike, Samsung and Sony, but 72 different lovable brands are mentioned showcasing the variation in the choice of the respondents.

The objectives of the study have been successfully completed and tests like factor analysis and regression on suitable items have validated the scales of Brand Love designed by the various researchers in their context. It has been observed in the scales that various elements govern the feeling of Brand Love in the mind of an individual towards their loved brand.

Figure 3 below showcases the various attributes which create Brand Love and the outcomes of brand love have been seen as loyalty towards the brand and positive word of mouth by the individual with his or her peers and close associates.

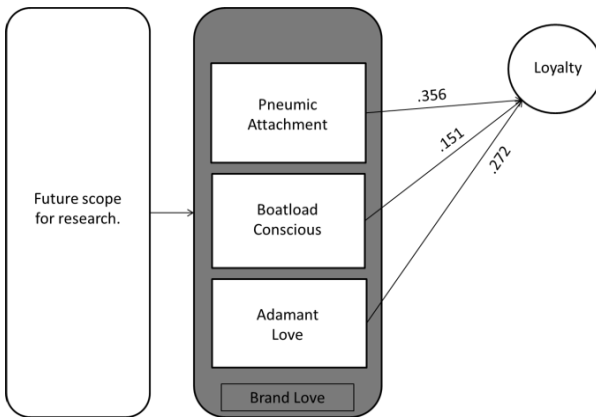


Fig 3: Final model of the Brand Love with the significant values of the correlation.

The research provides the scope for future research to find the relevant variables which can clearly state the relation for elements of brand love and various other primary elements like functionality of the product and Image of the brand and manufacturer. This would complete the whole structure and answer the conceptual formation of brand love in an individual.

Functionality of the product and price were not considered in the study for examining their contribution towards brand love as the freedom of the selection of the brand was given to the respondent and due to this many aspirational brands were selected which the respondent never used but love them the most. Hence this leaves a great scope for future research in the same study.

### Recommendations

The study has shown a variety of results indicating the weightages of the various components in brand love and their importance:

- Active engagement is needed to develop brand love in the customer towards a product’s brand and its associated products.

- Loyalty through various innovative schemes would be useful in building brand loyalty in the customer's mind and heart.
- When it comes to trust, the marketer has to build brand love through various factors like its position and image in the society, quality of the product and his own attachment with the brand.

Apple and Nike being the most loved brands, marketers can infer various marketing and branding strategies to develop their own product lines and brand portfolio. It has been seen that every component tested in the study have equal importance in the brand love formation towards any product.

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