

Impact of Brand Experience over Brand Love in Online Shopping

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ARTICLEINFO

ABSTRACT

Received: 30 Dec 2024

Revised: 12 Feb 2025

Accepted: 26 Feb 2025

Introduction: The newly coined term “Brand Experience” is crucial because positive relation create profound connections, stimulate loyalty, and finally enhance business results, which set as a key factor to sustain in the competitive market. While “Brand Love” switch the customers as brand advocates and create stronger brand image in addition to brand experience.

Objectives: The purpose of this research is to examine the relationship between consumers' brand love and brand experience when they shop online.

Methods: The research has been conducted through the primary data using structured questionnaire from 150 respondents pertaining to chennai city. Several SPSS computations, including the chi-square test, regression analysis, and correlation analysis, were used to evaluate the collected data.

Results: The majority of the study, according to the research findings, indicates a negative relationship between the independent and dependent variables, indicating that the dependent variable has no effect on the independent variable.

Conclusions: In other words customers irrespective of brand experience they tend to be loyal with the brand if they have strong brand love.

Keywords: Experience, Brand Love, Online Shopping platform, Brand Image.

INTRODUCTION

The "Overall impression that a customer has of a business, following an encounter with the company" is known as Brand Experience. Customers those who have a good brand experience are more likely to continue with the brand in the future. To create an optimistic brand experience the business should be clear about the brand purpose. The consumer should be treated as humans with experiential needs instead of rational price and features deriving information process [Schmitt, B. (2009)]¹. Due to high competitive markets the business should concentrate more on customer brand experience as it is the key factor in brand loyalty, personality and satisfaction in order to retain the customers and capture new markets. Positive brand experiences can help organizations reach their target market, build a unique identity, improve client interaction, and promote brand loyalty. Feelings, thoughts, bodily reactions, and experiences are all part of the complex idea of brand experience. These responses are triggered by brand-related stimuli, which are present in a brand's surroundings, messaging, packaging, and design. A marketing tactic called "Brand love" seeks to establish an emotional bond with consumers and convert them into brand evangelists. Its foundation is the notion that consumers and companies can develop close bonds that go beyond merely meeting needs. Brand love is the degree of passion and emotional attachment a satisfied customer feels for a particular brand. [Carroll and Ahuvia (2006)]². Brand love is often get confused with Brand loyalty whereas Strong emotional commitment to a brand is known as brand love, whereas a customer's repeated purchases of a brand's goods are known as brand loyalty. Loyalty to a brand can result from brand love. By emphasizing customer pleasure, customer value, and relationship marketing, brands can attempt to foster a culture of brand love.

REVIEW LITRETURE

[Zhang, 2019]³Three points make up the majority of the research conclusion: First of all, brand experience and brand love are closely related. Providing exceptional customer service is a crucial prerequisite for building brand loyalty. The creation of customers' social relationships, their personal and social self-presentations, and their enjoyment of entertainment are all significantly impacted by brand experience. Customers are encouraged to develop brand loyalty by exceptional experiences. Second, entertainment has a significant impact on brand love, and both social and personal self-identity have favorable effects on brand love. Third, there is little correlation between brand adoration and the development of social relationships. **[Asif Ali Safeer and Yuanqiong He, 2020]**⁴ This study aimed to investigate the complex Asian consumers' perceptions of brand experiences linked to brand love and authenticity. The results showed that multifaceted brand experiences generally had a positive impact on brand genuineness, which in turn led to favorable feelings and brand loyalty in the Asian environment. Multifaceted brand experiences had both partially significant (i.e., affective and sensory) and partially non significant (i.e., intellectual and behavioral) direct associations with brand love. The mediation role of brand authenticity had a significant impact on the relationships between complex brand experiences and brand love. Businesses should focus on creating true worldwide brands. Therefore, by employing cognitive experiential marketing techniques and offering Asian consumers personalized brand experiences, businesses may cultivate brand-loving customers in Asian marketplaces. **[Byung Ryul Bae, 2023]**⁵ the authors found that brand experiences impact brand love, and brand loyalty influences brand love. The authors found that while brand love serves as a mediator in this relationship, brand experiences directly affect brand loyalty. The authors discovered that brand experiences and brand love were impacted by brand trust, whereas brand loyalty and brand experiences were not. The authors came to the conclusion that brand trust acts as a moderate mediator between brand experiences, brand love, and brand loyalty. **[Dr Richa Joshi, 2020]**⁶ The current survey suggests that purchasing branded apparel today is regarded as a wise decision. The study also provides adequate empirical support for the widespread usage of brand involvement as a predictor of loyalty intentions in fashion apparel. Because the target demographic is Generation Z customers, their loyalty intentions cannot be primarily based on brand engagement. The type of passion and fascination to which they are exposed through marketing and interpersonal communication leads to brand loyalty. As a result, brand love influences loyalty intention both directly and indirectly through the presence of brand engagement. **[Pedro Ferreira, 2022]**⁷ the study suggests that multiple aspects of brand experience can trigger emotional feelings including brand love, which strengthens brand equity. Research on the approaches to consumer-based brand equity in the retail sector is still limited. Using the customer-brand connection theory to integrate brand experience and love offers exciting promise, but remains underexplored. Finally, another advantage of this Research evaluates brand experience dimensions (sensory, intellectual, emotive, and behavioural), providing operational insights for theory and practice. The study only examined one brand in one nation, limiting generalizes. Managers should pay special attention to the emotional reactions that a brand evokes in its clients. Building on these triggers through experiences increases strong emotional reactions like brand love and helps to brand equity.

THEORATICAL FRAMEWORK

Brand love is a psychological concept that emerged from Steinberg's (1986) "Triangle theory of love". It is the extent to which a satisfied consumer has a strong emotional bond with a particular brand. Maintaining a customer's strong bond with the brand requires a lot of work on the part of the marketer. The quality and durability of a brand determine how enthusiastic a customer is about it. It requires a thorough approach to customer experience, brand marketing, online presence, ongoing brand development, and customer relationship management. On the other hand, brand love can lead to higher-order feelings like loyalty, active engagement, favorable word-of-mouth (WOM), and a readiness to spend more for a certain brand. Brand love is a very effective marketing technique that blends engagement, loyalty, and exceptional customer service. It is predicated on establishing an emotional bond with your clients that transcends only meeting their needs. Rather, they develop a strong and enduring bond with your brand. Even though building a long-term relationship with customers is difficult, every business aspires to do so since it requires sentiments like trust and brand love. Customers' opinions about a product or service are influenced by their brand experience, which also influences their affection for the brand. The Theory of Reasoned Action **[Fishbein and Ajzen, 1975]**⁸ states that a person's attitude and judgment will influence their behavior. Behavior, according to Skinner (1938), is a person's reaction to a stimulus (an external stimulus), as the behavior is the result of the human being stimulated and then responding. Consumers act in ways that reflect their attitudes, both either long-term or short-term behavior, such as purchasing **[Halim Dwi Putra , Endang Siti Astuti , Andriani Kusumawati , Yusri Abdillah, 2020]**⁹.

OBJECTIVES

1. To evaluate the common association between the factors using primary data.
2. To compare the observed outcomes with expected results.
3. To evaluate the demographic data of the respondents.
4. To determine the significant level of the variables.

HYPOTHESIS PROPOSAL

Because it cultivates a positive relationship between a company and its customers, sensory brand experience can be a significant component of brand love [Xi Zhang, 2019]¹⁰. The term "sensory brand experience" describes how consumers experience a brand using their senses of taste, smell, touch, sound, and sight. When customers are so passionate about a brand that they want to spread the word about it, this is known as brand love. Offering outstanding favorable sensory experiences can aid in the development of brand loyalty. A Rolls Royce garage, for example, may perfume a car's interior with wood and leather scents in order to establish an emotional connection with the owner.

H1: Sensory Experience has a significant relationship with brand love.

Affective experience is the underlying sensation, emotion, mood, or relationship that someone experiences. This can include both positive and negative feelings, such as joy or happiness, as well as fear, rage, and despair. Depending on how consumers feel about the brand, affective experiences can either positively or negatively affect brand love. Affective experiences, especially those that evoke positive emotions like joy or happiness have a favorable impact on brand love, and vice versa [Bae, B.R. and Kim, S.-E. (2023)]¹¹.

H2: Affective Experience has a significant relationship with brand love.

A "intellectual brand experience" significantly contributes to the creation of "brand love" by building a deeper connection and devotion to the brand rather than just a surface-level preference by arousing a consumer's curiosity and encouraging more profound thought and comprehension about the brand [Jeandri Robertson.,et,al 2022]¹². In other words, when a consumer feels intellectually associated with a brand, they are more likely to form a strong emotional attachment and become an ardent supporter of it.

H3: Intellectual Experience has a significant relationship with brand love.

A "behavioral brand experience" is the term used to describe the behaviors and interactions a consumer has with a brand [Zhang S, 2020]¹³. The degree of "brand love," which is characterized as a strong emotional attachment and positive sentiments towards the brand that ultimately promotes advocacy and loyalty, can be greatly impacted by these interactions and behaviors.

H4: Behavioral Experience has a significant relationship with brand love.

CONCEPTUAL FRAMEWORK

METHODS

STATISTICAL ANALYSIS

1 RELIABILITY MEASURE

A reliability metric called Cronbach's Alpha is used to evaluate the internal consistency of the elements taken into account while assessing sensory, affective, intellectual, and behavioral experiences through brand love, variety seeking, brand image, and social self. The reliability statistics for these factors are presented in the table below.

Table 1: Reliability Statistics for Experience Factors

Factor	Cronbach's Alpha
Sensory Experience	0.848
Affective Experience	0.844
Intellectual Experience	0.859
Behavioural Experience	0.881

Brand Love	0.834
Variety Seeking	0.848
Brand Image	0.851
Social Self	0.865

Interpretation:

The **Cronbach's Alpha value's above 0.8** for all the factors indicates **strong internal consistency** across all constructs. This suggests that the measurement tool used is **highly reliable** for assessing the various aspects of consumer experience, brand perception, and behavior.

2 DESCRIPTIVE MEASURE

The Descriptive measures of the demographic variables considered in the study are analyzed for the better understanding of the collected data. The values are presented in the below given table.

Table 2: Descriptive Statistics of the Demographic variables in the study

Variable	Category	n (%)
Age	Below 20	49 (33)
	20-30	19(13)
	30-40	27(18)
	40-50	48(32)
	50 & above	7(5)
	Total	150
Gender	Female	105(70)
	Male	45(30)
Qualification	Diploma	43(29)
	UG	73(49)
	PG	19(13)
	MPHIL	4(3)
	PHD	11(7)
Occupation	Students	51(34)
	Government Employees	9(6)
	Private Sector	43(29)
	Professionals	9(6)
	Others	38(25)
Income	15000-25000	69(46)
	25000-35000	23(15)
	35000-45000	20(13)
	45000-50000	8(5)
	50000 & above	30(20)

Result:

According to the descriptive measure, the majority of respondents (33%) are under the age of 20, with those in the 40–50 age range coming in second (32%). The sample consists predominantly of **females (70%)**, while **males** make up **30%**. Majority of the respondents hold an **undergraduate (UG) degree (49%)**, followed by **diploma holders (29%)**. Regarding occupation, a significant portion of the participants are **students (34%)**, while **private sector employees (29%)** and those in **other occupations (25%)** also form a considerable share. In terms of income levels, the highest proportion of respondents (**46%**) earn between **₹15,000-₹25,000**, while **20%** earn **₹50,000 & above**.

3 Chi-Square Association of Attributes

To examine the relationship between the demographic factors such as age, gender, education, and income—and the variables of interest such as purchase amount, time spent, product type, and preferred payment method, the chi-square test is used.

Null Hypothesis: There is no significant association between the demographic variable and variable of interest considered.

Alternative Hypothesis: There is statistically significant association between the demographic variable and variable of interest considered

The null hypothesis is accepted if the p-value is higher than 0.05, which indicates that there is insufficient evidence to reject it at the 5% level. Consequently, it can be said that the demographic characteristic and the variable of interest under consideration do not significantly correlate.

Table 3: Chi-Square association of Attributes

S. No.	Variable		Chi-Square Value (χ^2)	df	p-value	Significance (Yes/No)
1	Age	Purchase Amount	26.205	15	0.051	No
		Time Spent	8.354	12	0.757	No
		Product Type	19.544	16	0.241	No
2	Gender	Purchase Amount	0.595	4	0.964	No
		Time Spent	1.977	3	0.577	No
		Product Type	7.610	4	0.107	No
		Preferred Payment	2.485	3	0.478	No
3	Qualification	Time Spent	22.369	12	0.034	No
		Product Type	21.079	16	0.175	No
		Purchase Amount	45.105	16	0.000	Yes**
4	Occupation	Time Spent	22.386	12	0.033	Yes*
		Preferred Payment	30.390	12	0.002	Yes**
		Purchase Amount	57.155	16	0.000	Yes**
5	Income	Purchase Amount	53.368	16	0.000	Yes**
		Time Spent	22.041	12	0.037	Yes*
		Preferred Payment	32.796	12	0.001	Yes**

** Significant at 5% level, * Significant at 10% level

Interpretation:

The Chi-Square analysis provides valuable insights on the association between demographic variables and shopping behavior. The results indicate that **income and occupation are the most significant factors affecting purchase patterns**, while age and gender show no meaningful impact.

A significant relationship exists between **income and purchase amount** ($\chi^2 = 53.368$, $p = 0.000 < 0.01$), **income and time spent shopping** ($\chi^2 = 22.041$, $p = 0.037 < 0.05$), and income and preferred payment method ($\chi^2 = 32.796$, $p = 0.001$). This suggests that people with different income levels differ in their purchasing power, time spent in online shopping and method of payment.

Occupation significantly influences **time spent shopping** ($\chi^2 = 22.386$, $p = 0.033 < 0.05$), **preferred payment method** ($\chi^2 = 30.390$, $p = 0.002$), and **purchase amount** ($\chi^2 = 57.155$, $p = 0.000$). This indicates that different professional groups exhibit distinct shopping behaviors, likely influenced by their work schedules and financial stability.

A significant association was found between **qualification and purchase amount** ($\chi^2 = 45.105$, $p = 0.000$), suggesting that education level may be linked to spending power. However, qualification did not significantly affect time spent shopping ($\chi^2 = 22.369$, $p = 0.034$, not significant) or product type preference ($\chi^2 = 21.079$, $p = 0.175$, not significant).

Age did not significantly influence purchase amount ($\chi^2 = 26.205$, $p = 0.051$), time spent shopping ($\chi^2 = 8.354$, $p = 0.757$), or product preference ($\chi^2 = 19.544$, $p = 0.241$).

Gender also showed no significant relationship with purchase amount ($\chi^2 = 0.595$, $p = 0.964$), time spent shopping ($\chi^2 = 1.977$, $p = 0.577$), product type ($\chi^2 = 7.610$, $p = 0.107$), or preferred payment method ($\chi^2 = 2.485$, $p = 0.478$).

This indicates that spending behavior, shopping duration, and product choices remain consistent across age groups and between genders.

4 REGRESSION ANALYSIS

Regression models are built to test the following hypothesis on sensory experience, affective experience, intellectual experience and behavioral experience.

H1: Sensory Experience has a significant influence on brand love variables.

H2: Affective Experience has a significant influence on brand love variables.

H3: Intellectual Experience has a significant influence on brand love variables.

H4: Behavioral Experience has a significant influence on brand love variables.

4a) Regression Model for H1

Regression model with sensory experience as dependent variable and Variety Seeking, Brand Image, and Social Self as independent variables is built to test hypothesis H1

Table 4: Coefficients Table

Predictor	B	Std. Error	Beta	t	Sig.	95% Confidence Interval (Lower, Upper)
Constant	2.305	0.363	—	6.353	0.000	(1.588, 3.022)
Variety Seeking	-0.122	0.066	-0.134	-1.836	0.068	(-0.253, 0.009)
Brand Image	0.366	0.093	0.402	3.921	0.000	(0.182, 0.551)
Social Self	0.146	0.091	0.158	1.609	0.110	(-0.033, 0.326)

Interpretation:

Brand Image has a significant and strong positive effect on Sensory Experience with **B = 0.366** and **p < 0.001**. A **one-unit increase** in Brand Image leads to a **0.366-unit increase** in Sensory Experience, keeping other variables constant. Variety seeking and social self has a negative and positive impact respectively on sensory experience, but its effect is not statistically significant. Brand Image has a substantial p-value and the greatest beta value (0.402). As a result, it is the most crucial element influencing sensory experience. The regression model's adjusted R-square is 0.342 and its p-value is 0.000, making it statistically significant at the 5% level. Hence the variables in the model explain the variation in sensory experience by 34%.

4b) Regression Model for H2

Regression model with Affective experience as dependent variable and Variety Seeking, Brand Image, and Social Self as independent variables is built to test hypothesis H2

Table 5: Regression Analysis for Affective Experience

Predictor	B	Std. Error	Beta	t	Sig. (p-value)	95% Confidence Interval (Lower, Upper)
Constant	1.330	0.342	—	3.888	0.000	(0.654, 2.007)
Variety Seeking	-0.104	0.063	-0.107	-1.657	0.100	(-0.227, 0.020)
Brand Image	0.296	0.088	0.305	3.362	0.001	(0.122, 0.470)
Social Self	0.394	0.086	0.399	4.597	0.000	(0.225, 0.563)

Interpretation:

The variables social self and brand image has the coefficient 0.394 and 0.296 respectively with significant p-value indicates it has a statistically significant impact on affective experience. Hence it can be concluded that Social Self and Brand Image positively influence Affective Experience, while Variety Seeking does not have a significant effect. The beta value's of 0.399 for social self suggests it as a good predictor for affective experience followed by brand image. The

regression model is statistically significant at 5% level with p-value 0.000 and with the adjusted R-square of 0.485. Hence the variables in the model explain the variation in sensory experience by 48%.

4b) Regression Model for H3

Regression model with Intellectual experience as dependent variable and Variety Seeking, Brand Image, and Social Self as independent variables is built to test hypothesis H3

Table 6: Regression Analysis for Affective Experience

Predictor	B	Std. Error	Beta	t	Sig.	95% Confidence Interval
Constant	1.822	0.366	—	4.982	0.000	(1.099, 2.545)
Variety_seeking	-0.088	0.067	-0.094	-1.310	0.192	(-0.220, 0.045)
Brand_image	0.350	0.094	0.375	3.716	0.000	(0.164, 0.536)
Social_self	0.219	0.092	0.231	2.393	0.018	(0.038, 0.400)

Interpretation:

The variable **Brand Image** has a statistically significant coefficient (**B = 0.350, p = 0.000**) at the **5% significance level**, suggesting that it has a meaningful impact on **Intellectual Experience**. Similarly, **Social Self** shows a statistically significant influence on **Intellectual Experience**, with a coefficient of **0.219** and a **p-value of 0.018**. Variety Seeking's p-value is higher than 0.05, meaning that the null hypothesis, that it has no discernible effect on intellectual experience cannot be rejected statistically. Considering the **standardized Beta values**, **Brand Image** emerges as the most influential predictor of **Intellectual Experience**, followed by **Social Self**. The regression model is statistically significant at 5% level with p-value 0.000 and with the adjusted R-square of 0.361. Hence the variables in the model explain the variation in Intellectual experience by 36%.

4c) Regression Model for H4

Regression model with Behavioral Experience as dependent variable and Variety Seeking, Brand Image, and Social Self as independent variables is built to test hypothesis H4.

Table 7: Regression Analysis for Behavioral Experience

Predictor	B	Std. Error	Beta	t	Sig.	95% Confidence Interval
Constant	1.843	0.365	—	5.043	0.000	(1.121, 2.565)
VARIETY_SEEKING	-0.033	0.067	-0.036	-0.496	0.621	(-0.165, 0.099)
BRAND_IMAGE	0.353	0.094	0.383	3.759	0.000	(0.168, 0.539)
SOCIAL_SELF	0.229	0.092	0.244	2.503	0.013	(0.048, 0.410)

Interpretation:

The variable **Brand Image** has a statistically significant impact on **Behavioral Experience**, with a coefficient **0.353** and a **p-value of 0.000**. This suggests that **Brand Image** positively influences **Behavioral Experience**. Also, **Social Self** also shows a significant influence, **p = 0.013**, indicating a meaningful positive relationship. **Variety Seeking**, however, has a **p-value of 0.621**, which is greater than 0.05. Therefore, there is no evidence to reject the null hypothesis, indicating that **Variety Seeking does not have a significant impact on Behavioral Experience**. Based on the **standardized Beta values**, **Brand Image** (**$\beta = 0.383$**) is the most influential predictor, followed by **Social Self** (**$\beta = 0.244$**). The regression model is statistically significant at 5% level with p-value 0.000 and with the adjusted R-square of 0.349. Hence the variables in the model explain the variation in Behavioral experience by 34%.

5 CORRELATION ANALYSIS

The relationship between different experience factors are analyzed using correlation and presented below.

Table 8: Correlation Analysis

	SENSORY_ EXP	AFFECTIVE_ EXP	INTELLECTUAL_ EXP	BEHAVIOURAL_ EXP	BRAND_L OVE
SENSORY_EXP	1	.634**	.753**	.755**	-.242**
AFFECTIVE_EXP	.634**	1	.717**	.648**	-.294**
INTELLECTUAL_EXP	.753**	.717**	1	.765**	-.289**
BEHAVIOURAL_EXP	.755**	.648**	.765**	1	-.233**
BRAND_LOVE	-.242**	-.294**	-.289**	-.233**	1

- $p < 0.01$ for all correlations (denoted by **).

Interpretation:

These dimensions are tightly related, as seen by the substantial positive correlations (all above .63) between Sensory Experience, Affective Experience, Intellectual Experience, and Behavioral Experience. Behavioral experience and intellectual experience show the strongest link ($r = .765$, $p < 0.01$), indicating that people who are highly engaged with a brand intellectually also frequently have highly engaged with it behaviorally. Similarly, **Sensory Experience and Behavioral Experience** show a strong relationship ($r = .755$, $p < 0.01$), meaning that individuals who find a brand stimulating in a sensory way are also likely to engage behaviorally.

All four experience dimensions have a negative correlation with brand love, therefore higher sensory, affective, intellectual, and behavioral experiences are linked to lower brand love. The strongest negative correlation is with **Affective Experience** ($r = -0.294$, $p < 0.01$), indicating that stronger emotional responses to the brand may actually lead to lower brand love.

RESULTS

1. The reliability measure for data shows the values above 0.5 which **indicates the sufficient reliability** for the data collected.
2. Demographic data's were analyzed to find the majority group contributed to the research purpose.
3. The Chi-Square analysis highlights **income and occupation as the strongest predictors of shopping behavior**, significantly influencing purchase amount, shopping time, and payment preferences. **Qualification also plays a role in spending power**, but not in shopping duration or product selection. In contrast, **age and gender have no significant impact on shopping habits**, suggesting that these factors do not drive variations in consumer behavior.
4. The Regression analysis highlights that the independent variables have significant effect on dependent variables except variety seeking for which the regression values are negative. This can be concluded that the customers choose the brand by its image and their social self.
5. The negative trend in Correlation analysis suggests that while these experiential dimensions are interrelated, they do not necessarily contribute positively to brand love in this dataset.
6. Finally the customers tend to stay loyal to the brand if they have a brand love irrespective of brand experience.

FUTURE RESEARCH INSIGHTS

1. The respondent rate is low, which can be increased in future which might change the research findings or tend to be same.
2. The research is based on online shopping; also it can be carried out for traditional shopping.
3. The study may concentrate on fixed target group to be more precise.
4. The data set is pertaining to Chennai city alone in future which can be expanded and diverse, as the lifestyles and thinking mentality of people might change from place to place.

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