Available online at www.sciencedirect.com

ScienceDirect

Procedia - Social and Behavioral Sciences 92 (2013) 76 – 85

Procedia
Social and Behavioral Sciences

Lumen International Conference Logos Universality Mentality Education Novelty (LUMEN 2013)

An Investigation on the Evaluation of the Factors Affecting Brand Love

Sevtap Unal[a], Hatice Aydın[b]*

[a]*Ataturk University, Faculty of Economics and Administrative Sciences, Erzurum 25240,Turkey*
[b]*Mus Alparslan University, Vocational School, Mus 49100, Turkey*

Abstract

Brand love is a relatively new subject in the marketing literature. As it is known, consumers' establishing emotional bonds with brands and the bond connecting the self with the product-brand are longstanding issues which have an extensive coverage in the literature. It explains the brands specially positioned by the consumer and the characteristics of them. In this study, the effect of social self, variety-seeking and brand image on creating brand love was investigated. Assuming that a loved brand will create brand loyalty and lead to positive word-of-mouth communication (wom), brand love was considered as an intervening variable and the effect of brand love on brand loyalty was aimed to be investigated. Data were collected by means of face-to-face interview method. The questionnaires were administered to the students of Atatürk University. Convenience sampling method was used as a sampling method. Structural Equation Model was used to test the research model. As a result of the research, it was determined that brand image and social self had a positive effect on brand love and that variety-seeking had no significant effect on brand love. Variety-seeking has a negative effect on brand loyalty. Brand love has a positive effect on brand loyalty and word-of-mouth communication.

© 2013 The Authors. Published by Elsevier Ltd. Open access under CC BY-NC-ND license.
Selection and/or peer-review under responsibility of Lumen Research Center in Social and Humanistic Sciences, Asociatia Lumen.

Keywords: Variety Seeking; Brand Image; Social Self; Brand Love; Brand Loyalty; Word-of-Mouth;

1. Introduction

Consumers in today's market expect to be satisfied with the product or brand they buy; however, customer satisfaction is not enough to establish a continuous relationship with a brand. It is necessary to establish an emotional bond beyond satisfaction in order to provide consumer loyalty. In order for such an emotional bond to

* Corresponding author. Tel.: +90 537 328 08 36; fax: + 90 436 213 00 13
E-mail address: hatice.yildirim@atauni.edu.tr

1877-0428 © 2013 The Authors. Published by Elsevier Ltd. Open access under CC BY-NC-ND license.
Selection and/or peer-review under responsibility of Lumen Research Center in Social and Humanistic Sciences, Asociatia Lumen.
doi:10.1016/j.sbspro.2013.08.640

be established, "zero separation" and undivided brand loyalty have to be provided (Arnold et al., 2005). Undivided brand loyalty means high emotional loyalty and an emotionally attached customer believes that that brand is superior to the rival brands and that it will meet his/her needs in a best way. This group of customers look for the brands they are loyal to, not for the other alternatives. Today satisfied and loyal customers are not the long-term loyal customers of a brand; they can often change brands. Therefore, researchers focus on "brand love", which is an emotional dimension of brand loyalty in order to retain customers for a long time (Kumar and Sahah, 2004). Love is a word that recalls love and expresses the feelings felt for the others. It also expresses the feelings of the person for the objects, activities and brands (Ahuvia, 2005; Whang, et al., 2004).

Although brand love and satisfaction resemble each other a lot, there is a slight difference between them. While satisfaction can be realized by means of a one-time interaction of a customer with the brand, the feeling of love can be realized after a few times of interaction. Satisfaction level forms a basis for the creation of brand love. It establishes and strengthens the bond between the brand and the customer. As this bond gets strengthened, brand love is created. The love felt for the brand makes the customer feel his/her brand is so important and unique that it cannot be replaced with other brands (Fournier, 1998). When the customer is attached to a brand with love, he/she does not change it easily. In this case, creating a love towards a brand is vitally important for the enterprises in order to stand Competition.Brand love is a new concept in theory and practice. Therefore, it is still being investigated and discovered. Since it provides an inimitable advantage to the firms to stand intense competition and it has not been discussed a lot, the factors affecting brand love were tried to be examined in the study. The study consists of two parts. In the first part, theoretical information about brand love was presented and in the second part the questionnaire about brand love and the results of this study were discussed.

2. Theoretical Framework

2.1. The Concept of Brand Love

Love is a concept we often hear about in our lives. Recently, the intense bonds established with products and brands and the feelings felt have been expressed with the concept of love. There are not many studies about brand love, but the ones who studied this issue defined love as an intense relationship between the customer and the product consumed like interpersonal love.

Fournier, in his study in 1998, drew attention to the importance of brand love and expressed brand love as a long term relationship of a customer with a brand. Fournier and Mick, in their study in 1999, stated that the most intense satisfaction was experienced when the satisfaction of a consumer for a product or a brand turned into love. Kevin Robert (2005), in his book titled "Lovemarks" provided detailed information about brand love. According to the author, brand love expresses the strongest emotional bond between the brand and the customer. Customers generally express their love for a brand as "I like my car" or "I like shopping". Although there are a lot of objects in the customer's life, (s) he only likes a few objects of consumption and approaches them with love (Ahuvia, 2005). The number of products or brands a customer is emotionally attached to is quite limited. Caroll and Ahuvia, in their studies they conducted in 2006, stated that the love for a brand resulted from satisfaction and that satisfaction formed a basis for brand love. Satisfaction and love are different phenomena. Two customers can be satisfied with the performance of the same brand equally but their loyalties at the level of love can show differences. Once a brand is used, it can be satisfying, but there should be a long-term interaction in order to speak of brand love (Caroll & Ahuvia, 2006).

The studies carried out about brand love are mostly theoretical. Shimp and Madden (1988) conducted studies about the relationship between the customer and the object; Ahuvia (1993) studied the concept of Philopragia (love for an object); Whang et al (2004) investigated the concept of product love; Thomson et al (2005) examined the emotional bond between the customer and the brand, and Caroll and Ahuvia (2006) carried out studies on brand love. Shimp and Madden (1988) explained the "customer-object" relations based on "Sternberg's Triangular Theory of Love" in 1986. Shimp and Madden (1988), in their study, divided the customer-object relationship into 8 groups by stages based on the three components in Stenberg's love theory. These are:

1- Non-liking: Non-liking means having weak feelings in terms of liking, yearning and commitment. That is to say, customers do not have any special feelings for an object of consumption.
2- Liking: Liking expresses yearning and commitment. Customers like the object of consumption very much; however, they feel closeness to some extent
3- Infatuation: Infatuation is based on weak liking and commitment. At this point, customers prefer objects not only for their functional properties but because they address to symbolic needs
4- Functionalism: It refers to strong commitment, weak liking and yearnings. Consumers make their purchasing decisions not emotionally but rationally. They pay attention to the functional properties of the objects.
5- Inhibited desire: Inhibited desire includes infatuation and weak commitment. Although feelings such as liking and passion are felt for an object, it is referred as the suppression of the feelings due to some external effects and the non-realization of the purchase.
6-Utilitarianism: It includes inhibited desire, strong commitment and weak yearning. The liking of a consumption object by consumers arises from repeat purchases.
7- Succumbed desire: Succumbed desire includes strong passion, strong commitment and weak liking. Although consumers have a strong passion for a product and decide to buy that, they do not really like the product.
8- Loyalty: Liking includes strong feelings in terms of passion and commitment. Consumers like the product, have passion for it and make a commitment to buy that.

Ahuvia, in his study in 1993, explained the concept "philopragia", which expresses consumers' liking ability regarding their consumption object and efficacy. In the study, this term is described as love that can be felt for anything beyond the love felt for only one person. Love, according to the term "philopragia", is not only a feeling that is felt for an object or a person. Love is a feeling that can also be felt for some ideas, famous people, activities such as playing a musical instrument, doing shopping etc., and personal objects such as a car and a computer. Oliver et al, in their study they conducted to explain brand love in 1997, examined hedonism. Although they saw hedonism as a key determinant for customer loyalty, they also thought that the word pleasure was not explained enough because the term "pleasure" only focuses on abstract phenomena. Brand love is a concept that goes far beyond hedonism. Fournier, in his study in 1998, compared interpersonal love and brand love. He stated that brand love is like interpersonal love but brands are better partners than individuals. Fournier, in his study, explained that customers with intense feelings for their brands saw their brands unique. These customers think that things are missing or lacking when they do not use their brands. Fournier and Mick, in their studies in 1999, stressed the relationship between brand love and hedonic and symbolic benefits of a brand. They stated that the loyalty of those expecting hedonic benefits from the brand were weak and that it was necessary to go beyond the hedonic and symbolic benefits obtained for a strong brand loyalty in today's competitive conditions, which is hedonism. According to Arnold et al. (2005), hedonistic consumers' loyalty is an undivided, full loyalty. Whang et al, in the study they conducted in 2004, found out that establishing a relationship between the customer and the product would provide long term loyalty. Harley Davidson bikers' loyalty is a good example of this. Harley Davidson bikers tattoo the brand name on their bodies and establish a strong bond with the brand and they never change their brand (Schauter & Mc Alexander, 1995). Lee, in his study in 1977, put forward the Palette theory. According to this theory, brand love has three colors. They are eros, ludus and storge. Whang (2004) related Lee's (1977) Palette Theory to the love of bikers towards the motorcycle and he expressed that there was another group of three colors containing the three colors of love. He expanded the study and explained the six colors of love as follows: eros, ludus, storge, mania, apage and pragma.Carol and Ahuvia (2006) defined brand love as satisfaction-as-love. They stated that the type of satisfaction here was the deepest and most intense one and it would be better to focus on the concept of love by going beyond this satisfaction. Caroll and Ahuvia, in this study, argued that brand love was associated with brand loyalty and positive word-of-mouth, the loyalty of customers to hedonic product categories was low and customers exhibited positive word-of-mouth for the brands reflecting the self.

3. An Investigation on the Factors Affecting Brand Love

3.1. Methodology

The main purpose of this study to determine the factors affecting brand love. For this purpose, the effect of variety-seeking, brand image and social self on brand love was tried to be determined. The role of brand love in word-of-mouth communication and brand loyalty was also aimed to be determined. The questionnaires were administered to the students of Atatürk University. Brand love was investigated in terms of some sport shoes brands of students such as Nike, Adidas, Converse, Puma, Kinetix, Scotter, Jump, and Reebook. As a sampling method, convenience sampling method was used. Within the confidence interval of %95, the sampling size was determined to be n=400 with an error margin of e=5%. 398 questionnaires were taken into consideration after the elimination of the ones filled out wrongly and incompletely. The questionnaire was carried out in May 2012. Data were collected by using the survey method. The questions in the questionnaire consisted of three groups. The first group included the questions determining the most preferred brands of the respondents, the second group included those measuring the variables affecting brand love and the third group included those determining the demographic characteristics of the respondents. The variety-seeking scale used in the research was adapted from Vazquez-Carrasco and Foxall (2005); the scales of brand love and positive word-of-mouth from Caroll and Ahuvia (2006); the scale of brand image from Park et al. (1986) and Aydın and Özer (2005); the scale of brand reflecting social-self from Holt (1997,1998); and the scale of brand loyalty from Oliver (1999).Variables were measured by using a 5-point Likert-type scale (5= strongly agree; 1= strongly disagree).

SEM (structural equation model) was used to test the model. SPSS 16,0 and AMOS 16 statistics program was employed for this purpose. Structural equation modeling (SEM) is a collection of statistical techniques that allow a set of relationships between one or more independent variables, either continuous or discrete, and one or more dependent variables, either continuous or discrete, to be examined. Both independent and dependent variables can be either factors or measured variables. Structural equation modeling is also referred to as causal modeling, causal analysis, simultaneous equation modeling, analysis of covariance structures, path analysis, or confirmatory factor analysis. The latter two are actually special types of SEM.

3.2. Hypotheses and Research Model

The studies on brand love were generally handled with respect to love for an object. The study was examined by adding brand image and variety-seeking variables to model in the study of Carol and Ahuvia in 2006. In the direction of this purpose and model the research hypotheses are as follows:

3.2.1. Variety Seeking

It is the need of customers to make a change in their lives. Vazquez-Carrasco and Foxall, in their study they conducted in 2005, examined the relationship between variety-seeking and brand love. According to the research, consumers with a much more need for variety establish a bond with their brands at a very low level and they are inclined to shift to other brands. Thus, this variable is the one that controls and manages customer love. In this case consumers could not have brand loyalty and brand love for their brands (Vazquez, Carrasco & Foxall, 2005). The hypotheses developed in this direction are as follows:

H1: Variety-seeking is effective on affects brand love.
H2: Variety-seeking is effective on brand loyalty.

3.2.2. Brand image

It is the whole of subjective and perceptive phenomena that customers create in their minds about a brand (Dobni & Zinkhan, 1990). Brand image forms the image of a “personality” or product users for a product (Meenaghan, 1995). In order for the consumer to have a brand image, they don’t have to buy a product or a service, that is, have an experience. Brand image can be formed as a result of the impressions consumers obtain

form various resources related to a brand (Keller, 1993). Anreassen and Lindestad, Nguyen and Leblanc, 1998 and Hung, in their study in 2008, investigated the effect of brand image on the perceived value, satisfaction and loyalty. According to the results, it was determined that brand image had a positive effect on these variables. There is no study that measures the direct effect of brand image on brand love. The following hypothesis was developed by considering brand image had an indirect and a direct effect on brand love.

H3: Brand image is effective on brand love.

3.2.3. Social-self

Brands that reflect the self are those appealing to the inner self and social-self (Caroll & Ahuvia, 2006). Aron et al. (1985), Aron and Paris (1995), in their studies, investigated the relationship between social self and brand love. According to the results, they determined that the love for the brands reflecting identity was greater. Ahuvia, in his study in 2005, also evaluated the relationship between sense of self social self and brand love and concluded that brand love was higher in the brands reflecting the self. According to the results of this study, consumers feel love against brands which reflect their social self. The brands reflecting the self help consumers express their satisfaction about their brands to the other people. If the brand reflects the self (identity of the person), positive word-of-mouth communication is also realized (Holt, 1998). The hypotheses developed are as follows:

H4: Brands reflecting the social self is effective on brand love.
H5: Brands reflecting the social self is effective on word-of-mouth communication.

3.2.4. Brand loyalty

If a customer who loves her/his brand always directs the same brand when (s) he goes to a shop, his/her loyalty can be considered to be high. This level of loyalty is in the behavioral dimension and it is associated to the amount and frequency of the brand purchased by the customer (Odin et al., 2001). The customers who have a feeling of love for the brand beyond the level of brand satisfaction continuously make repeat purchases. In this case;

H6: Brand love is effective on brand loyalty.

3.2.5. Positive word-of-mouth

Positive word-of-mouth communication refers to customers' positive discourses and praises about a brand (Westbrook, 1987). Caroll and Ahuvia, in their study in 2006, investigated the effect of brand love on positive word-of-mouth communication. According to the research results, it is seen that customers who feel love for the brand are willing to spread nice words about the brand. The hypothesis developed in this direction is as follows:

H7: Brand love is effective on word-of-mouth communication.

The research model is shown in Figure 1.

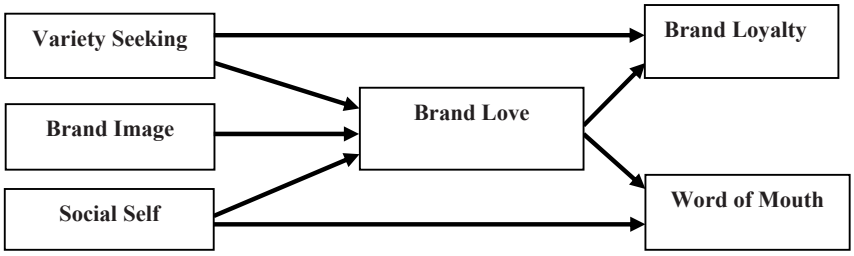


Figure1. Research Model

4. Data Analysis

4.1. Demographic data

52% of the individuals participated in this research are female and 48% are male. The respondents' ages median is 22. 9 shoe brands were listed in order to learn the most preferred sport shoe brands of the respondents (Nike, Adidas, Converce, Puma, Kinetix, Scotter, Jump, Reebook). It was seen that they mostly preferred Nike (42%), Adidas (32%), Converse (15%), respectively. When they were asked if they bought the most preferred brands in the last 6 months, 75% of the respondents said "yes". It was determined that those whose responses were "yes" bought the brands of Nike (%26) and Adidas (%16) most. When the respondents were asked for how long they had been the customers of these brands, 6% said less than 1 year, 19% 1-2 years, 29% 3-4 years, 23% 5-6 years and 23% more than 6 years, As can be seen, these brands have been used for a long time.

4.2. Measurement Model

The results of goodness-of-fit index of the measurement model consisting of 34 questions and 6 variables showed that the measurement model had a low fit. The variables which showed negative variance, whose standard coefficients were very close to 1.0 or had very big standard errors were checked and those that were not found suitable were eliminated (Hair et al., 1998). In the direction of the suggested modifications, the scale was brought to the acceptable limits with the elimination of totally 9 variables including 2 loyalty-related, 1 word-of-mouth communication related, 1variety-seeking related, 2 brand image-related and 3 brand love-related variables. The fit values before and after the modification are shown in Table 1 below.

Table1. Modification-fit index

Goodness-of-fit index	Before modification	After modification	Acceptable fit
Absolute fit value			
Chi-Square (X^2) = CMIN	1443,317	515,476	
Degree of Freedom	395	245	
Chi-square/sd	3,654	2,104	1-5
GFI	0.77	0.91	0,90≤GFI≤0,95
AGFI	0.73	0.88	0,85≤AGFI≤0,90
RMSR	0.112	0.066	0,05≤RMSR≤0,08
RMSEA	0.082	0.053	0,05≤RMSEA≤0,08
Increasing Fit Values			
CFI	0.86	0.95	0,95≤CFI≤0,97
NNFI=TLI	0.85	0.94	0,95≤NNFI≤0,97
NFI	0.82	0.91	0,95≤NFI≤0,97

Notes: All these values are within the acceptable range of fit. NNFI and NFI values' being between 95≤NFI≤0,97 shows perfect fit. >= 0,90 also shows good fit (Ingram, K.L et al, 2000)

Chi-square test tests the difference between the observed data and the estimated data. This value is expected to be close to 0. However, in case the number of samples is big, the degree of freedom is an important criterion. X^2 */sd* ratio's being five or less than five shows that there is a good fit between the model and the datum (Arbuckle, 2006). In our research, this ratio was calculated to be 2,104. This result shows the existence of a very good fit between the datum and the model. T values, regression and reliability coefficients of the variables are shown in Table 2. In the table, standardized regression coefficients are given after non-standardized estimation values. When standardized regression values are considered, these values are seen to be between 0,545 and 0,938. These values are significant at the significance level of 0,01. When the structure reliability and variance ratios of

the scales used in the research are considered, as seen in Table 2, structure reliability and variance ratios are well above the required lower limit. The scales are seen to be valid and reliable.

Table2. Research Variable

Latent Variable	Observed Variable	Estimation	S.E.	T value	S.R.C	Structure Validity	Variance Validity	Cronbach Alpha
Variety Seeking	I prefer doing new things instead of doing the same things.	,994	,085	11,694	,668	,978	,884	*,84*
	I like showing variety and change my monotonous life.	,997	,080	12,436	,713			
	I like jobs that require continuous variety, travelling and even some danger.	1,001	,089	11,303	,638			
	I search new ideas and experiences	1,038	,077	13,539	,787			
	I continuously change my activities.	1,049	,081	12,941	,743			
	When things go boring, I start to look for something different.	1,000	-	-	,694			
Brand Image	This sport shoe brand is consistent and strong.	,937	*,094*	*9,994*	,595	,963	,898	*,78*
	This sport shoe brand has a brand value.	1,046	*,085*	*12,307*	,791			
	This brand pioneers innovations and technology.	1,000	-	-	,685			
Social Self	This brand supports my image.	,913	*,066*	*13,835*	,707	,980	,925	*,77*
	This brand strengthens my social role.	1,136	*,070*	*16,151*	,852			
	This sport shoe brand positively affects what other people think about me.	1,000	-	-	,790			
	This brand helps the people around see me positively.	,828	*.053*	*15,717*	,640			
Brand love	This sport shoe is a perfect brand.	1,000	-	-	,635	,978	,866	*,77*
	This brand makes me feel good.	1,156	,084	13,787	,732			
	This brand is completely a wonderful brand.	1,089	,078	14,013	,679			
	This sport shoe brand makes me happy.	1,147	,100	11,509	,743			
	I like this sport shoe brand.	,890	,090	9,900	,633			
	I am passionately attached to this sport shoe.	,900	,133	6,751	,545			
	I am like a whole with this sport shoe brand.	,959	,104	9,182	,550			
Brand Loyalty	I never notice the rival brands when I go shopping.	1,000	-	-	,742	,966	,934	*,82*
	I delay my shopping if I do not find this brand in the store I go and I wait until this brand is brought.	1,259	,101	12,485	,937			
Word-of-mouth communication	I recommend this brand to many people.	1,000	-	-	,794	,972	,922	*,76*
	I praise this brand to the people around me.	1,098	,067	16,306	,823			
	I try to spread nice words about this brand	1,066	,092	11,557	,779			

*S.E= Standard Error SRC = Standardized Regression Coefficient *Except for variety, p values were found to be <0.05.*

The Path analysis results of the research model are shown in Figure 2.

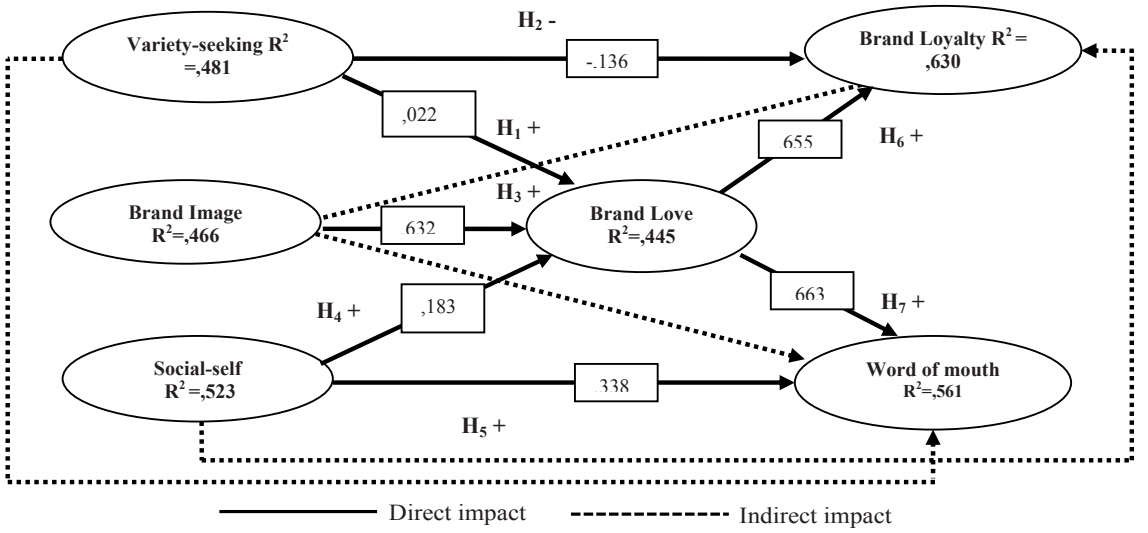


Figure2. Brand Love

Table3. Estimated Values and Fit Criteria for the Model

Relationships in the model	*Standardized impact estimations*			*S.R. Coefficient*	*S.E.*	*T - Value*	*P-value*
	Direct impact	*Indirect impact*	*Total impact*				
Brand image-Brand love	0,675	-	0,675	0,675	,082	7,698	,000
Variety seeking- Brand love	0,023	-	0,023	0,023	,049	,443	,657
Social self-Brand love	0,249	-	0,249	0,249	,046	3,934	,000
Variety – Brand loyalty	-0,111	0,011	-0,100	-0,111	,068	-2,006	,045
Social self-Word-of-mouth communication	0,357	0,128	0,485	0,357	,059	5,765	,000
Brand love-Brand loyalty	0,500	-	0,500	0,500	,099	6,591	,000
Brand Love- Word-of-mouth communication	0,513	-	0,513	0,513	,092	7,244	,000
Brand image– Word-of-mouth communication	-	0,346	0,346	-			
Variety seeking- Word-of-mouth communication	-	0,012	0,012	-			
Social self-Brand loyalty	-	0,125	0,125	-			
Brand image-Brand loyalty	-	0,337	0,337	-			

When Table 3 is considered, it is seen that the fit criteria has acceptable values except for variety-seeking. As a result of the research, it was determined that brand image (β=,675, p=,000) and social self (β= ,249, p=,000) affected brand love and that variety-seeking had no significant effect on brand love (β=,023, p= ,657). It was determined that variety-seeking had a negative effect (β= -,100 , P= ,04) on brand loyalty. As supported by the literature, people who are seeking variety are not loyal to their brands because they are in search for another brand and even if they are loyal, this loyalty is not considered as love. In other words, as variety-seeking increases, brand loyalty decreases. It was determined that the word-of-mouth communication affected brand love (β=,513, p=,000) and brand loyalty (β= ,500, p= ,000) and that this effect was significant. The results of the research hypotheses in the direction of the explanations are as follows:

H1: Variety-seeking is effective on brand love, hypotheses have been rejected.
H2: Variety-seeking is effective on brand loyalty, hypotheses have been accepted.
H3: Brand image is effective on brand love, hypotheses have been accepted.
H4: Social-self is effective on brand love, hypotheses have been accepted.
H5: Social-self is effective on word-of-mouth communication, hypotheses have been accepted.
H6: Brand love is effective on brand loyalty, hypotheses have been accepted.
H7: Brand love is effective on word-of-mouth communication, hypotheses have been accepted.

5. Conclusion

Enterprises not only want their consumers to satisfy with their products but also they want to have them as their loyal customers. Therefore, satisfaction is not enough for the consumer to become in a constant relationship with the brand. It is necessary to create "brand love" which expresses an emotional bond beyond satisfaction for a loyal customer group. Customers loyal to the brand with love act as if they are in love and look for the brands they are loyal to against the alternatives and talks about the brand by means of word-of-mouth communication. Various factors are needed to contribute to create brand love in customers. Some of these factors include variety seeking, social self and brand image. In the study, the effect of these variables on creating brand love was examined and the following results were obtained:

The effect of brand image and social self on brand love and the effect of brand love on word-of-mouth communication and brand loyalty are significant. In addition, social self also has a significant effect on brand loyalty. While there is no significant effect of variety seeking on brand love, it has a negative effect on brand loyalty. These results are supported by those in the literature. Customers buy a specific commodity and brand since they think that it fits with them. If the brand image is positive and the brand reflects social self of the customer, there happens to be a relation between the customer and the brand like a love affair. If the customer has a feeling of love towards the brand, brand loyalty is created in the customer and he/she suggests the brand to the people around. However, there is no feeling of brand love in the customers seeking more variety. In addition, as variety-seeking increases, brand loyalty of the customer decreases (Foxall, 2005). According to Kevin Robert, one of the reasons lying behind the brand love is that people are becoming isolated. Feeling of isolation generally creates emotional attachments towards brands. People look for something to eliminate their loneliness in brands. Therefore, it will be truer to concentrate on the emotional dimension beyond logical elements of brand in creating a brand attached with love.

6. Limitations and Directions for Future Research

In this study, the effect of variety-seeking, brand image and social self on brand love; the effect of brand love on brand loyalty and word-of-mouth communication were investigated. For further studies the relationship of the elements such as brand equity, trust, satisfaction, brand personality, brand reputation, perceived value and perceived quality that are thought to affect brand love positively and the elements such as brand hate that is thought to affect brand love negatively can be examined. Brand love has a universal application field. They can be thought for the brands under several product or service groups. However, is it possible to create a brand that could be attached to with love in each sector? It is necessary to carry out a research to decide on the issue. In the further studies, brand love can be handled from the aspect of different sectors. It can be useful to examine brand love for different product groups (durable goods etc.) and services. Besides, the factors creating a feeling of love towards a brand can show difference in terms of different consumer groups (youth, adults, women, men etc.). Therefore, it can be suggested that the factors having an effect on brand love should be investigated in terms of different consumer groups. Additionally, consumers can be searched in terms of their life styles, personalities, values, beliefs and attitudes etc in order to determine the prominent psychographic characteristics of the consumers attached to a brand with love.

References

Ahuvia, A.C. (1993). I love it! Toward a unifying theory of love across diverse love objects, Doctoral dissertation. Field of marketing, Northwestern University.

Ahuvia, A. C. (2005). Beyond the Extended Self: Loved Objects and Consumers' Identity Narratives. *Journal of Consumer Research*, Vol. 32(1), 171-184.

Andreassen, T.W. & Lindestad, B. (1998). Customer Loyalty and Complex Services. *International Journal of Service Industry Management*, 9 (1), 7-23.

Arbuckle, J.L. (2006). *Amos7.0 User's Guide*, Amos Development Corporation (SPSS Inc).

Arnold, M. J., Reynolds, K. E., Ponder, N. & Lueg, J. E. (2005). Customer delight in a retail context: Investigating delightful and terrible shopping experiences. *Journal of Business Research*, 58(8), 1132-1145.

Aron, A., & Aron, E.N. (1985). *Love and the Expansion of Self: Understanding Attraction and Satisfaction*.Washington: Hemisphere publishing.

Aron, A., Paris, M., & Aron, E.N. (1995). Falling in love: prospective studies of self-concept change. *Journal of Personality and Social Psychology*, 69, 1102–1112.

Aydin, S., & Ozer, G. (2005). National customer satisfaction indices: an implementation in the Turkish mobile telephone market. *Marketing Intelligence and Planning*, 23(5), 486-504.

Carroll, B., & Ahuvia, A. (2006). Some antecedents and outcomes of brand love*, Marketing Letters*, 17(2), 79-89.

Dobni, D., & Zinkhan C.M. (1990). In research of brand image: a foundation analysis, in advances consumer research. *Association for consumer research*, Vol. 17, 110-119.

Fournier, S. (1998), Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(4), 343-373.

Fournier, S., & Mick, D. G. (1999). Rediscovering satisfaction. *Journal of Marketing*, 63(4), 5-23.

Hair, J.F., Ralph, E.A., Tatham, R.L. & Black, W.C. (1998). *Multivariate Data Analysis*. New Jery: Prentice Hall.

Holt, D.B. (1997), Post-structuralist lifestyle analysis: conceptualizing the social patterning of consumption in postmodernity. *Journal of Consumer Research*, 23, 326–350.

Holt, D.B. (1998). Does cultural capital structure American consumption?. *Journal of Consumer Research*, 25, 1–25.

Hung, C.H. (2008). The Effect of Brand Image on Public Relations Perceptions and Customer Loyalty, *International Journal of Management*, 25 (2), 237-46.

Ingram, K. L., Cope, J. G., Harju, B. L., & Wuensch, K. L. (2000). Applying to graduate school: A test of the theory of planned behavior. *Journal of Social Behavior and Personality*, Vol. 15, 215-226

Johnson, M.D., Andreassen, T.W., Lervık, L. & Cha, J. (2001). The Evolution and Future of National Customer Satisfaction Index Models. *Journal of Economic Psychology*, 22, 217-45.

Jones, M. A., & Reynolds, K. E. (2006). The role of retailer interest on shopping behavior. *Journal of Retailing*, 82(2), 115 126.

Keller, K.L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57 (1), 1-22.

Kumar, V., & Shah, D. (2004). Building and sustaining profitable customer loyalty for the 21st century, *Journal of Retailing*, 80(4), 317-330.

Lee, John A. (1977). A Typology of Styles of Loving. *Personality & Social Psychology Bulletin*, 3, 173-182.

Meenaghan, T. (1995). The role of advertising in brand image development. *Journal of Product & Brand Management*, Vol. 4 Iss: 4, 23 – 34

Nguyen, N., & Leblanc, G. (1998). The Mediating Role of Corporate Image on Customers' Retention Decisions: An Investigation in Financial Services. *International Journal of Bank Marketing*, 16 (2), 52–65.

Odin, Y., Odin, N., & Valette-Florance, P. (2001). Conceptual and Operational Aspects of Brand Loyalty an Ampirical Investigation. *Journal of Business Research*, Vol.53, 75-84.

Oliver, R.L., Rust, R.T., & Varki, S. (1997). Customer delight: foundations, findings, and managerial insight. *Journal of Retailing*, 73, 311-36.

Oliver, R.L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63 (Special Issue), 33–44.

Olsen, L. L. & Johnson, M. D. (2003). Service equity, satisfaction, and loyalty: From transaction-specific to cumulative evaluations. *Journal of Service Research*, 5(3), 184-197.

Park, C.W., Jaworskı, B.J., & Maclnnıs, D.J. (1986). Strategic Brand Concept-Image Management. *Joumal of Marketing*, 50 (4), 135-45.

Robert, K., Lafley A.G. (2005), Lovemarks: The future beyond brands, Saatchi&Saatchi.

Schouten, J. W., & McAlexander, J. H. (1995). Subcultures of consumption: An ethnography of the new bikers. *Journal of Consumer Research*, 22(1), 43.

Shimp, T. A., & Madden, T. J. (1988). Consumer-object relations: A conceptual framework based analogously on Sternberg's triangular theory of love, In: Houston M.J. (ed.), Advances in consumer research, Provo, UT: *Association for Consumer Research*, Vol. 15, 163-168.

Sternberg, R. J. (1986). A triangular theory of love, *Psychological Review*, 119-135.

Thomson, M., MacInnis, D. J., & Park, C. W. (2005). The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Psychology*, 15(1), 77-91.

Vazquez-Carrasco, R. & Foxall, G. R. (2006). Influence of personality traits of satisfaction, perception of relational benefits, and loyalty in a personal service context. *Journal of Retailing & Consumer Services*, 13(3), 205-219.

Westbrook, R. A. (1987). Product/consumption-based affective responses and post purchase processes. *Journal of Marketing Research*, 24, . 258–270.

Whang, Y.-O., Allen, J., Sahoury, N. & Zhang, H. (2004). Falling in Love with a Product: The Structure of a Romantic Consumer-Product Relationship. *Advances in Consumer Research*, 31(1), 320-327.