

Construing Brand Love through Consumer Self-Goals

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Abstract

Brand love has ignited renewed attention of marketing scholars and practitioners. Nonetheless, scant research has been done to examine the interplay between different self-related goals in impacting brand love. This research aims to examine the relative impact of self-related goals on brand love and behavioural intentions (brand loyalty and positive word of mouth). Data collected from 216 fashion clothing consumers and 198 smartphone consumers were used to test proposed hypotheses and research model using SmartPLS3. The results reveal that brand identification and social adjustive have moderate impact on brand love, which serve as mediator for the impact of brand identification and social adjustive on behavioural intentions such as brand loyalty and positive word of mouth. The findings also show that sense of brand community can drive consumers' behavioural intentions directly without being through brand love. Theoretical and practical implications are also discussed.

Keywords: *brand love; self-goals; brand relationships*

Track: Product and Brand Management