

TRANSMITTING POWER OF BRAND LOVE: THE RELEVANCE OF HEDONIA-EUDAIMONIA ASPECT

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Abstract

This study reveals the power of brand love by evaluating under-researched constructs as its antecedents and outcomes. Building on Russell's model, the study has shown that affective element of the model (brand love) mediates the relationship between cognitive constructs and behavioral outcomes. Apart from the support to the mediation model given through the empiria, the study offers the model improvement by introducing the concept of happiness to be important moderator in this interplay. Apart from full/partial mediation demonstrated empirically, happiness boosts the effects of popularity on brand love.