

Regulatory Focus and Brand Love: Initial Evidence

Cristela Bairrada

University of Coimbra, CeBER, Faculty of Economics

Filipe Coelho

University of Coimbra, CeBER, Faculty of Economics

Heiner Evanschitzky

Alliance Manchester Business School The University of Manchester

Babak Taheri

Heriot Watt University

Cite as:

Bairrada Cristela, Coelho Filipe, Evanschitzky Heiner , Taheri Babak (2021), Regulatory Focus and Brand Love: Initial Evidence. *Proceedings of the European Marketing Academy*, 50th, (93356)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



Regulatory Focus and Brand Love: Initial Evidence

Abstract

Consumers get in touch with a large number of brands, but they only develop intense relationships with a few. Hence, it is important to understand the factors that result in such special relationships. Some studies have looked at how brand characteristics contribute to the formation of brand love relationships. Previous studies have, however, neglected the role of personal characteristics in the development of such relationships. To this end, we consider how regulatory focus, a dispositional variable, might contribute to the formation of brand love. Following a hierarchical approach to the effects of psychological traits on human behaviour, we develop a research model predicting that the relationship between regulatory focus and brand love is mediated by consumers' need for uniqueness. Evidence from two studies indicate that promotion orientation has a positive direct and indirect relationship with brand love, whereas prevention orientation has a negative indirect link with it.

Keywords: *Regulatory Focus; Brand Love; Consumers' need for uniqueness*

Track: Product and Brand Management