A Conceptual Paper on the Relationship of Brand Experience, Brand Trust, and Brand Loyalty: Mediator Brand Love

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ABSTRACT

For years researchers have studied how consumers form like-dislike attitudes towards brands, the past few years have seen a burgeoning interest among practitioners and academics in consumers' love for brands. Brand love become an emergent concept in the domain of this experiential consumption (Roy, Eshghi and Sarkar,2013). The main objective of this conceptual paper is to examine the relationship between brand experience, and brand trust toward brand loyalty mediate by brand love. Brand loyalty has helped most of the firms to survive in the industry, retain customers and attract new customers. Brand love construct can influence attitudinal loyalty of consumer towards a brand (Albert and Valette-Florence, 2010). Among numerous determinants of brand loyalty, brand love can strengthen emotional ties between consumers and brands.

Keywords: Brand Experience; Brand Trust; Brand Love; Brand Loyalty.

INTRODUCTION

Branding of products or services is a very important step to build consumer-brand relationships (Bhakar et al., n.d.). Effective branding helps firms differentiate themselves from other competitors and build a loyal customer base. Branding act as a construct for the brand loyalty concept. Brand loyalty is the positive association consumers attach to a particular product or brand. Customers who exhibit brand loyalty are devoted to a product or service, which is demonstrated by their repeat purchases despite competitors' efforts to lure them away. In the marketing and retailing literature, brand loyalty has gained great interest from scholars and researchers (Kostritsa et al., 2020). Marketing, researcher, and academics highlight brand loyalty is the health of organizations (Padma and Wagenseil, 2018). It helps firms to gain an advantage over customer loyalty and influence the firm partner to remain (Tokman et al., 2012). Brand loyalty contributes to a continued competitive advantage by reducing consumers' willingness to select competitors as alternatives and deterring potential new competitors from entering the market (Oh and Park, 2020). It helps the firms to retain their customers and attract new customers. Firms need to strengthen their brands as it will tie their customers to them. It says by creating brand loyalty for a particular brand increases the initial entry barrier for competitors, increase the ability to predict future risks, and ensures that consumers have a positive attitude towards the company, thus it will result in profit generation (Oh and Park, 2020). Many academicians have been examining a variety of brand loyalty models for years to reveal these strategies.

Concept of brand experience has gained attraction in loyalty. A lot of organizations had produced products or services that give memorable experiences such Apple Iphone, Victoria Secret, Ford, and Disney Theme Park (Huang, 2017). This is the memory that customers will remember and make them come again or purchase the brand. Brand experience plays an important role in generating brand loyalty the success of an organization remains in stability which requires customer trust in the brand.