

Love is Better than Liking: Comparison of the Effects of Brand Love and Brand Likeability on Consumer Repurchase Intention – A Case Study of Fashion and Barber/Hairdresser

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Abstract

The concept of brand love is gradually derived from positive consumer experiences and strong consumer-brand relationships. Branding literature supports that the power of brand love can tie consumers with the brand and motivate them to purchase products continuously. However, consumers' risk perceptions which are hidden in different product types, as in goods and services, may devalue the power of brand love and pose difficulties for the consumer before purchasing. Although existing literature suggests that positive consumer-brand relationships can be a significant source of risk reduction, little is known about the association between brand love and repurchase intention based on consumers' risk perceptions for different service-products. This paper aims to investigate the effects of brand love on repurchase intention for fashion and barber/hairdresser. Fashion is chosen for goods category while barber/hairdressers is selected for service category because they can reflex the consumers' personalities and possibly generate emotional love-like experiences. An online survey is used to collect data from a convenience sample in Australia. By using quantitative method, this study also compares the power of brand love with brand likeability on repurchase intention. The results from Partial least squares-Structural equation modelling (PLS-SEM) clearly indicated that the effects of brand love on repurchase intention are stronger than brand likeability for both fashion and barber/hairdressers. These provide insightful knowledge for researchers and practitioners. In theory, the results offer a new perspective on how positive consumer and brand relationships can be used to curtail consumer risk perceptions and induce repurchase intention. In practice, this study provides a better understanding of how brand managers can use brand love strategies for marketing purposes effectively.

Keywords: Brand love, Brand likeability, Brand relationship, Repurchase intention, Risk, Products

Introduction

Marketing strategies entail fulfilling consumers' needs and wants by offering products to a market (Ferrell, Hartline & Hochstein, 2021). Based on the degrees of tangibility, products can be classified into two types, namely goods and services. Goods refers to a palpable material of which form is tangible, such as clothes and shoes (Keller, 2003). Thus, goods are tangible, and their quality can be evaluated by consumers with ease using their sensation (Fuchs, Schreier, & van Osselaer, 2015). While services are typically presented in the form of performance in nature and grounded on intangibility, their intangibility poses difficulties for consumers in understanding what is being offered (Lovelock & Wirtz, 2003). Yet, different attributes between goods and services pose a significant problem with regard to consumers' ability to evaluate a product quality and concern consumer risk perceptions (Mitchell & Greated, 1993). Consequently, the consumer risk perceptions remain an important foundation in the development of marketing strategies, including consumer purchase behaviour (Keller, 2003). Therefore, it is reasonable to consider that successful marketing strategies are not straightforward. This paper argues that besides the basic consumers' needs and wants, the consumer risk perceptions should be taken into account.

The theory of risk acknowledges that consumer risk perceptions serve as a pivotal influencer of consumer behaviour, for example choice selection and repurchase intention (McColl-Kennedy & Fetter, 1999). Risk perceptions can be referred to as 'the nature and amount of risk perceived by a consumer in contemplating a particular purchase decision' (Cox & Rich, 1964, 33). They emerge from a low level of consumers' ability to judge consumption outcomes, resulting in consumers' uncertainty before purchasing because they perceive that they are prone to experience a certain loss from the purchase as in financial or psychological loss if purchased products cannot fulfil their needs. When intangible characteristics are increased, consumers perceive that they have limited abilities to compare physical attributes, evaluate a product quality, and select the best choice (Murray & Schlacter, 1990).

In general, consumers are likely to be averse to risky products. Once risks arise, they have two choices, either not to buy or to buy the products (Guseman, 1981). There is a greater burden for the latter because they need to take account of different evaluation strategies to minimise their risks.

A common approach to tackle this issue is that consumers seek additional information about products from personal sources such as brand ambassadors, friends, or family members, who have previous experiences with the products and are willing to share such experiences (Zeithaml et al., 2009). However, different people may not interpret or perceive the product quality in the same fashion. As such, that poses a question as to how consumers can ensure that those personal sources can serve as an effective source of information to curb their risks. In addition, some of them may devote their time and efforts to gathering comprehensive information prior to arriving at purchase decisions. However, given that they are equipped with the limited mental capacity, it can be extremely difficult for them to retain the entire product

information (de Chernatony & McDonald, 2003). Literature also suggests that human brand and celebrities can be used to mitigate risks because they can build consumer trust and motivate them to purchase products (Giertz et al., 2022). Yet, using influencers will be effective if the consumers like the person who has been selected to be a presenter or an ambassador (Reinhard & Messner, 2009).

Besides, in respect of influencer marketing, researchers have found that there exists an association between price and product quality (Zeithaml et al., 2009). Generally, consumers assume that they will be more contented with high-priced products (Nelson, 1970), while having some doubts about those discounted products because low-priced products can be conceived or deemed as defective, expired, or outdated products (Drozdenko & Jensen, 2005). Although the price can be utilized as a quality indicator (Nayyar & Templeton, 1994), discovery of the product quality based on the price may not be reliable in all cases. This study argues that the price and product quality relationship is far more complicated for services. Due to the difficulties of quality evaluation, consumers are likely to be less oriented to the price than the quality. Simply put, they are more liable to rely more on courtesy, intimacy, and competence than the price (Danaher, Conroy & McColl-Kennedy, 2008). Despite that, in certain cases, the price can be used as a quality indicator especially for novice consumers when they urgently purchase products (Taher & El Basha, 2006).

Product trial allows consumers to try or test products before purchasing and to determine a product quality which has been claimed. However, this strategy may not be effective or optimal for services because of limitations in terms of intangibility and simultaneity characteristics. In the absence of tangibility, services cannot be displayed, seen, tried, or touched in the same manner which consumers find it easier to examine the quality by using normal sensory perception (Lovelock & Writz, 2003). Furthermore, product trial may not always be available because providing free sample of products could impact costs and profits (Collier, 2009).

Brand with good reputation reflects an overall product quality (Campbell, 1999), used to reduce consumers' risk perceptions (Lovelock & Writz, 2003) and minimise the time of evaluation (Phililip & Keller, 2016). Without a discounted price, brand name encourages consumers to make a quick purchase (Drozdenko & Jensen, 2005). With a different perspective, this study posits that brand name may be useless for services due to heterogeneous characteristics of services. Unlike products, services cannot be exactly replicated and are always performed by service employees. Although they have been well-trained to maintain service standards, they cannot control their performances precisely (Lovelock & Writz, 2003). Furthermore, different employees deliver different services, and, as a result, that presents a challenge for consumers to ensure whether they will receive the same service quality when they need the services in the future (Zeithaml et al., 2009). In addition, good reputation and positive images are acquired through individual opinions and word-of-mouth. Yet, there is no guarantee that service brand will finally achieve success for all consumers. Figure 1 depicts a concept of the consumers's ability to evaluate the product quality of goods and services. In this study, Fashion and barber/hairdresser are considered for tangible goods and intangible service category, respectively. As they are well suited to the concept of love-like brand experiences.

Arguably, products of fashion and services of barber/hairdresser can make the consumers look and feel good (Ismail & Spinelli, 2012) because the consumers purchase fashion and barber/hairdresser to reflex their personalities. If the brands of fashion and barber/hairdresser are congruent with the consumers' personality, they are likely to feel emotionally to the brands (Pradhan, Duraipandian & Sethi, 2016).

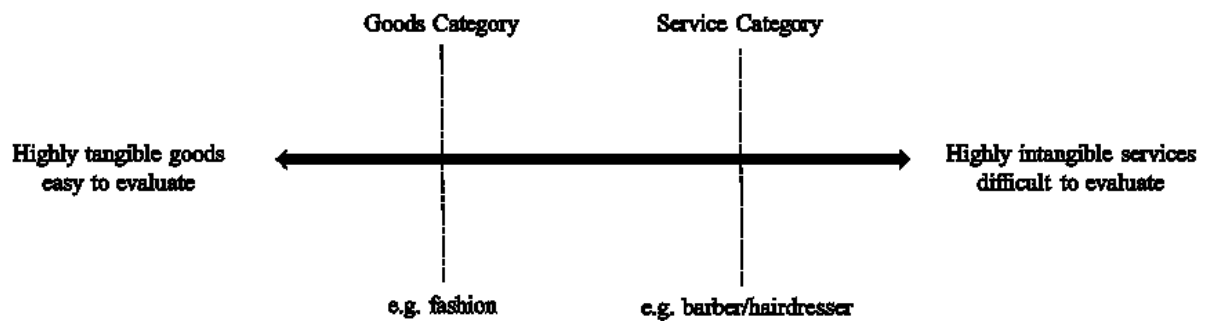


Figure 1 Products range from highly tangible goods to highly intangible services
(Source: Suetrong, 2022)

Grounded on the above discussion, this study conceives that external sources of information, such as seeking information, celebrities, price, product trial, and brand reputation, can enable consumers to lessen their risk perceptions, yet it may not be sufficient and effective because those strategies seem to have their own limitations.

Thus, this study would suggest that marketers require distinct marketing strategies to relieve consumers' risk perceptions before they reach a final purchase decision. To do so, existing literature provides a logical guideline for researchers and brand managers to curb consumers' risk perceptions; although consumer risks are inevitable, they can be averted by a positive relationship between a consumer and a brand (Joshi & Garg, 2021). In line with the consumer and brand relationship theory (Fournier, 1998), this study postulates that it will be better if consumers recall their past experience with a brand as a potential internal source to manage their risks (Keller, 2003). In this way, it must be easier, faster, cheaper, and more accurate than other strategies. Compared with undertaking the search for information from external resources (e.g. celebrities, advertisement, or price), consumers spend only a couple of minutes recalling their memory to reduce uncertainty. Furthermore, enduring relationships enable consumers to identify potential brands (Lovelock & Wirtz, 2003), and in turn assist them in purchasing products with less effort which will prevent them from physical risks, such as fatigue and exhaustion (Jansson-Boyd, 2010). Hence, the present study posits that positive consumer experiences with a specific brand could serve as a powerful motivator and a risk reducer for consumers to purchase the brand's products.

Yet, positive consumer and brand relationships are crucial, for consumers serve as a principal source of incomes (Schultz et al., 2009). Previously, researchers developed valuable knowledge in relation to brand relationships based on their passionate belief that positive relationships (e.g. brand satisfaction, brand passion, brand attachment, brand engagement, or

brand nostalgia) could contribute to desirable outcomes. Recently, a concept of brand love has garnered increasingly growing attention among researchers and practitioners. In this paper, brand love is taken into account because it is a long-term consumer and brand relationship, resulting from an accumulation of positive consumer experiences and trust (Karjaluoto, Munnukka & Kiuru, 2016). Therefore, this paper assumes that brand love could serve as an effective risk reduction strategy. Besides brand love, this study also considers an effect of brand likeability that was brought in comparison with brand love for different products.

Brand likeability is ‘a brand strategy based on attractiveness, credibility and expertise in order to create attachment and love by delivering beneficial outcomes for consumers and brands alike’ (Nguyen, Melewar & Chen, 2013, 372). While, love combine a set of intense positive feelings which go beyond the concept of liking. Thus, brand love is defined as ‘the degree of passionate emotion attachment a satisfied consumer has for a particular trade name’ (Carroll & Ahuvia, 2006, 81). Branding literature mentions that brand love and brand likeability emerge from the same roots of interpersonal love (Langner, Schmidt & Fischer, 2015). Although the concepts of love and liking are remarkably similar, they are not alike since the former is more intense than the latter and requires a longer period of time to grow (Rossiter, 2012). Therefore, this study assumes that both brand love and brand likeability can be a good source of risk reduction, but their effects should not be equal for goods and services. Although desirable outcomes of brand love and brand likeability inspire researchers to offer more comprehensive scientific knowledge in the area of brand relationship, exiting literature seems to leave a research gap. Specifically, literature does not clearly identify empirical evidence of comparison of the effects of brand love and brand likeability on consumer repurchase intention for different products. The present study seeks to address the research question: Is brand love effect stronger than brand likeability effect for different product categories? To bridge the research gap, this study intends to: (1) ascertain the important role of brand love and brand likeability as a risk reducer for marketing purposes and (2) understand more about the relationships between brand love, brand likeability, and consumer repurchase intention in the cases of fashion and barber/hairdressers. Therefore, the hypotheses in Table 5 are examined to clarify the research question. Figure 2 illustrates the theoretical framework and the links between the key constructs.

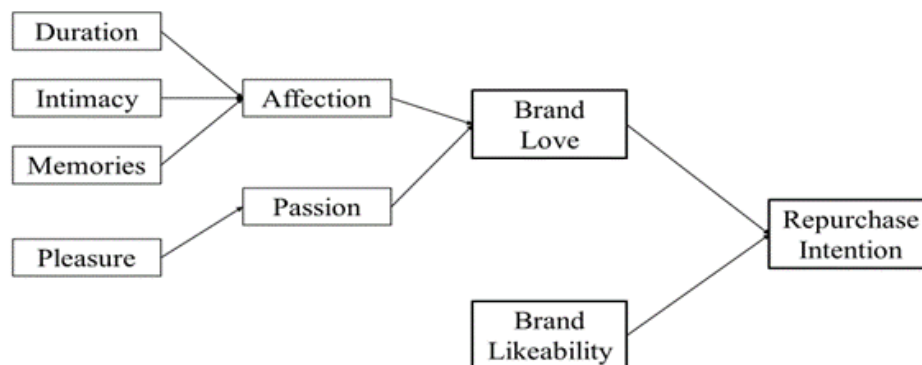


Figure 2 The theoretical framework
(Source: Suetrong, 2022)

Methodology

This study seeks to test hypotheses involving causal relationships between constructs, justifying the adoption of a quantitative approach. This approach allows for appropriate inferences to be made, leading to conclusive outcomes. The population of interest can be any consumers who had previous consumption experience of fashion products and barber/hairdresser services. A convenience sample was used for this study. The participants were entirely voluntary. Those aged over 18 years who were interested to participate in the research project, were allowed to complete the questionnaire without any compensation.

All measurement scales used in this study were drawn from prior literature. With different views, existing literature offers several methods to measure brand love, but this study viewed that accumulated positive experiences between a consumer and a brand can stimulate brand love. Thus, brand love was measured by the multidimensional scales developed by Albert, Merunka, & Valette-Florence (2009). Brand likeability's meaning was examined through five items of Nguyen, Choudhury & Melewar (2014). Consumer repurchase intention was selected to reflect consumer behaviour towards brand love and brand likeability, and it was measured through three items from Putrevu & Lord (1994).

To test the effects of brand love and brand likeability on consumer repurchase intention, fashion and barber/hairdressers were considered for this study because they are common in consumers' daily life as consumers usually purchase fashion products and barber/hairdresser to reflex their personalities and image, widely available, and offered by several brands. Thus, the participants were assumed to have past experiences with these types of service-products.

Even though the measurement scales of this study were developed by experts and reported satisfactory reliability and validity, they had been used in different contexts. As a consequence, a pilot test was carried out with ten postgraduate students to identify unclear statements and revise the last version of the questionnaire. Some statements were slightly modified based on the feedback from the pilot test.

An online survey questionnaire was employed for data collection. Although an invitation and online survey link were advertised on a flyer that was presented in public places (e.g. gym, canteen, library, car park) in a university in Australia, the flyer informed the participants to feel free to send the link to other people. The survey comprised two sections. The first one was utilized to obtain demographic data, while the latter was employed to capture the three main constructs. A seven-point Likert scale ranged from 1 to 7, representing 'Strongly Disagree' and 'Strongly Agree' respectively. The participants were required to think about any brands of fashion and barber/hairdressers that they frequently purchased and answered all the questions. Control questions were included in the questionnaire to ensure that the participants had experiences with fashion and barber/hairdresser brand (e.g. How long do you have experience with this fashion brand? and How often do you purchase this fashion brand?). Thus, they could easily answer the questions. All of them reported that they had previous

consumption experiences with service-products in question. The participants were thanked for their responses and time after completion.

In total, 229 questionnaires were returned; however, some of data need to be rejected due to missing data and dropping out from the project. Statistic power analysis was conducted to determine a minimum sample size (Cohen, 2013). Upon two endogenous constructs and one exogenous construct, the power analysis suggests that the model requires less than 100 usable data to detect a medium effect size. Thus, 203 qualified samples of this study in total were sufficient for data analysis.

Harman's 1-factor test was performed to detect common method bias (CMB) (Harman, 1967). Results pointed out that all single factor produced a variation less than 50%. The highest percentage of variance for fashion and barber/hairdressers was 45.30% and 46.84% respectively. Therefore, CMB was not a serious problem for this study.

According to the usable data, descriptive statistics was performed to draw a conclusion about the participant characteristics which are reported in Table 1.

Table 1 The participant characteristics

Demographic Data	Frequency (n=203)	Percentage (%)
Gender		
Male	63	33.9
Female	134	66
Age (years old)		
18 – 24	71	34.5
25 – 34	69	34.4
35 – 44	45	22.1
45 or older	18	8.8
Education achieved		
High school graduate	72	35.4
College or technical degree	62	30.5
Bachelor's degree	16	7.8
Master's degree	53	22.1

SmartPLS version 3.2 was used to test the model. Despite the fact that the result of statistic power assured that 203 cases were adequate for data analysis, the data set was seen relatively small. In order to deal with the small sample size, this study used a bootstrapping technique which is available in PLS-SEM software. In addition, PLS-SEM is appropriate for handling hierarchical constructs, such as brand love (Hair, Hult, Ringle, & Sarstedt, 2017).

To establish the model quality, this study followed the two-step approach as suggested by Anderson & Gerbing (1988). The first step involved evaluating the measurement model whereas the structural model was assessed in the second step.

At a significance level of 0.05, composite reliability (CR) was employed to test the internal consistency reliability of the model (Henseler, Ringle & Sarstedt, 2015). The reliability

value of 0.7 and above indicates satisfactory reliability (Hair, Ringle, & Sarstedt, 2013). To verify the construct validity, PLS algorithm was run to observe outer loadings of indicators and average variance extracted (AVE) value (Hair et al., 2017). The satisfactory outer loading is 0.7 and above (Hair et al., 2017). The cut-off value of AVE was set at 0.5. That is, an AVE value of 0.5 and higher is justified for convergent validity (Fornell & Larcker, 1981). The results suggest that some items should be excluded to establish model reliability and validity. The statistical results of CR, outer loading, *p*-value of outer loading, and AVE are presented in Table 2.

Table 2 The results of composite reliability, outer loading, *p*-value of outer loading, and AVE of the model

Main Construct	Sub Construct and/or Indicator	CR	Outer Loading	<i>p</i> -value of Outer Loading	AVE
Brand Love (LV)		0.863			0.76
	Duration (DR)				
	This brand has been with me for many years.		0.930	***	
	I have been using this brand for a long time.		0.937	***	
	I have not changed a brand for a long time.		0.832	***	
	Intimacy (IT)				
	Using this brand makes me feel warm and comfortable.		0.881	***	
	I feel good emotions from using this brand.		0.885	***	
	Memories (MM)				
	This brand reminds me of some important events of my life.		1.00	***	
	Pleasure (PS)				
	It is a real pleasure to use this brand.		0.921	***	
	I am happy to use this brand.		0.920	***	
Brand Likeability (LK)		0.79			0.556
	I like this brand.		0.864	***	
	This brand is physically attractive.		0.651	***	
	The employees of this brand are knowledgeable.		0.733	***	
Repurchase Intention (RI)		1.00			1.00
	I will definitely use this brand.		1.00	***	

Note: **p*-value < 0.05, ***p*-value < 0.01, ****p*-value < 0.001

Heterotrait-Monotrait (HTMT) approach was performed to ensure that all constructs were distinct (Henseler et al., 2015). Evidence of distinction can be justified by observing a HTMT value below 0.9 (Hair et al., 2017). Table 3 shows the HTMT score which confirms discriminant validity.

Table 3 HTMT score for each pair of constructs

Construct	LK	RI	DR	IT	MM	PS
LK						
RI	0.663					
DR	0.458	0.49				
IT	0.842	0.488	0.392			
MM	0.271	0.126	0.437	0.33		
PS	0.882	0.472	0.394	0.875	0.245	

Coefficient of determination (R^2) was calculated to evaluate the model's ability of prediction (Hair et al., 2017). The results indicate that 60.4% and 31.4% of the variance in consumer repurchase intention were explained by brand love and brand likeability for fashion and barber/hairdresser respectively.

To sum up, statistical results showed satisfactory evidence that the model passed the criteria of reliability and validity. Hence, it could be used to test hypothesis with confidence.

By running PLS algorithm, the path coefficient (β) would inform the direction and strength of the relationship between constructs. The significance of the path coefficient was taken into consideration to justify the result of hypothesis testing (Hair et al., 2017). Table 4 provides the statistical results of path coefficients and p -value for each service-product category.

Table 4 Path coefficients and their significance

Relationship	Fashion (β , p -value)	Barber/Hairdresser (β , p -value)
LV - RI	0.324, ***	0.473, ***
LK - RI	0.272, **	0.384, ***

Results

With regards to the purposes of this study which aim to understand the relationships between brand love, brand likeability, and consumer repurchase intention in the cases of fashion and barber/hairdressers, it is evident from PLS-SEM statistical results showed that brand love and brand likeability positively affected consumer repurchase intention for both fashion and barber/hairdresser. Thus, H1, H2, H3, and H4 are supported. To justify H5 and H6, the path coefficients from brand love to consumer repurchase intention were compared to those from brand likeability to consumer repurchase intention for fashion and barber/hairdresser. As shown in Table 4, the results demonstrated that the strength of the relationships between brand love and consumer repurchase intention were greater than those between brand likeability and consumer repurchase intention for both categories. Therefore, H5 and H6 are supported. This evidence supports that the effects of brand love and brand likeability were not equal for different service-products. Even though consumers are familiar to fashion products and barber/hairdresser services in their daily life, inevitably these two service-product categories hold some degree of consumers' risk perceptions. The results of hypothesis testing confirm that developing positive consumer-brand relationships such as brand love and brand likeability is important for risk reduction and marketing strategy as in the case of this study. Table 5 reports a summary of hypothesis testing.

Table 5 A summary of hypothesis testing

	Hypotheses	Result
H1.	Brand love positively affects consumer repurchase intention for fashion.	Supported
H2.	Brand love positively affects consumer repurchase intention for barber/hairdresser.	Supported
H3.	Brand likeability positively affects consumer repurchase intention for fashion.	Supported
H4.	Brand likeability positively affects consumer repurchase intention for barber/hairdresser.	Supported
H5.	The relationship between brand love and consumer repurchase intention is stronger than the relationship between brand likeability and consumer repurchase intention for fashion.	Supported
H6.	The relationship between brand love and consumer repurchase intention is stronger than the relationship between brand likeability and consumer repurchase intention for barber/hairdresser.	Supported

Discussions

In response to the purposes of this study, the results emphasise the importance of brand love and brand likeability to consumer repurchase intention in cases of fashion and barber/hairdresser, because they lead to consumer repurchase intention as observed in the results of H1, H2, H3, and H4. From consumers' perspective, love-like experiences with a brand can be adopted as a good risk reduction strategy when consumers are required to make a decision before purchasing. Especially, due to the fact that many brands are available in the market, this poses difficulties for the consumers in choosing the best brand. Furthermore, they tend to purchase the same brands because purchasing a new one may pose another risk and consume their time to assess the service-product quality. A plausible explanation of these phenomena is that consumers' risk perceptions can be diminished through positive consumers' experiences with their brands (Berry, 1995).

In addition, the valid results of H1, H2, H3, and H4 suggest that brand love and brand likeability exist for both fashion and barber/hairdresser. These results are consistent with the theory of consumer and object relationship which acknowledges that consumers can develop a relationship with their brands together with the brands' products, just as when developing an interpersonal love-like relationship (Shimp & Madden, 1988).

Although the concepts of brand love and brand likeability are relatively similar and derived from the same root of positive consumer' experiences towards a specific brand (Bagozzi, Batra & Ahuvia, 2017), the results of H5 and H6 further suggests that brand love is more intense and more powerful than brand liking for both fashion and barber/hairdresser. The emergence of this phenomenon lies in a plausible explanation that services such as barber/hairdresser are performed by service staff (Chen & Quester, 2015). Consequently, there will ample opportunities for staff to play a significant role in establishing a brand love relationship. Furthermore, being apart from the loved objects can cause psychological damage (Bagozzi, Batra & Ahuvia, 2017). Therefore, consumers will typically look for their loved products to relieve this suffering. This can also be extrapolated by another reason that consumers become contented when they use, consume, or interact with their favourite brands. Hence, they have their personal reasons to continue purchasing their loved brands (Amaro, Barroco & Antunes, 2021).

Conclusion and suggestions

In conclusion, the findings respond to the research question whether brand love's effect is stronger than that of brand likeability for different product categories. The statistical results clearly point out that brand love has a stronger power to bond consumers with the brand than brand likeability does. Furthermore, this study highlights the significance of brand love and brand likeability which can contribute to consumer repurchase intention for goods and services. Therefore, it could be concluded that both brand love and brand likeability can act as an advantageous strategy in mitigating consumers' risks. Arguably, consumers retrieve their love-like experiences with their brands to lessen the risks before making a final purchase. In addition, high competition emerges in many markets; therefore, positive consumer and brand

relationships are a necessary element for brands' survival in the markets. Based on the results, this study would suggest brand managers to develop positive and effective brand relationship strategies. Moreover, brands have limited time and resources to invest in consumer-brand relationships. Thus, brand managers should consider to give a high priority and allocate resources to create brand love.

New knowledge and the effects on society and communities

By addressing the research question, this study offers significant contributions for both researchers and practitioners. From an academic perspective, this study broadens the knowledge of the brand relationship theory and risk-taking theory by adopting the love-like concept to reduce consumer risks. As for a business perspective, building a consumer love-like relationship can lead to consumer repurchase intention that could contribute to positive financial outcomes and enduring competitive advantage (Bıçakcıoğlu, İpek & Bayraktaroğlu, 2018). In addition, there is a trade-off between establishing brand love and brand likeability. Thus, the results provide a compelling reason for brand managers to concern the importance of brand love rather than brand likeability for better outcomes. From a consumer perspective, staying with a loved brand could reduce uncertainty about the consequences of taking a risk when purchasing service-products of a new brand. In addition, trust underpins brand love and brand likeability (Thomson, MacInnis & Park, 2005). Therefore, consumers will be shielded from negative psychological effects such as financial loss and distress. From people in community's perspective, brands invest their resources in establishing the love-like relationship with the consumers. Simultaneously, consumers gain positive experiences from this relationship and express positive behaviour towards the brands themselves in the form of commitment and loyalty. Therefore, this study would suggest that brands should not only reap benefits from consumers' purchase but also return them to their consumers and maintain this pleasurable and sustainable relationship.

Limitation and further study

This study contains some limitations. Most of the examined data were collected from convenience sampling, and this in turn may cause an inability to generalise the findings. Thus, a larger sample size is needed in future research to contribute to a better understanding. Another limitation concerned a cross-sectional design; it may be worthwhile to use a longitudinal design to track the dynamics of brand love and brand likeability on consumer repurchase intention in a long-term period. In addition, repurchase intention was selected to test the effects of brand love and brand likeability. Future studies may include other forms of consumer behaviour such as positive word-of-mouth and willingness to pay a premium price in the model. As literature suggests that consumers can develop their love for any service-product (Shimp & Madden, 1988), future studies may test the model with different service-product typologies. Finally, consumers in low level of uncertainty avoidance may easily accept a risk and purchase a new brand (Soares, Farhangmehr & Shoham, 2007), so further studies may consider testing the model in different culture.

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