

The impact of brand love and brand satisfaction in developing online repurchase intention: Literature review

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Abstract: This article provides a literature review on the impact of brand love and brand satisfaction on repurchase intention. The concept of brand love and brand satisfaction is explored, and the importance of understanding these concepts for businesses is discussed. The article presents the existing research on the relationship between brand love, brand satisfaction, and repurchase intention. The findings suggest that emotional connection and customer satisfaction have a significant impact on consumers' attitudes towards a brand and their likelihood to repurchase. This review highlights the need for businesses to prioritize building an emotional connection with customers to increase brand loyalty and repurchase intention. The implications of these findings for businesses are discussed, and areas for future research are suggested.

Keywords: Brand love, Brand satisfaction, Online Repurchase, Repurchase intention

1. Introduction

The advent of the internet and digital technologies has brought a significant transformation in the way consumers shop. Online shopping has become an integral part of our daily lives, and as per Statista, the global e-commerce sales amounted to 5.7 trillion U.S. dollars worldwide in 2022. However, the rise of e-commerce has also brought challenges to businesses in terms of attracting and retaining customers. Developing repurchase intention is one of the key objectives of online retailers, and brands.

In order to establish and maintain a mutually beneficial relationship with customers, a business can enhance the investment of both parties in the relationship, as proposed by Dwyer et al. (1987). This can be achieved by creating an emotional connection between consumers and the brand, as suggested by Albert et al. (2009), Barnes (2003), Carroll and Ahuvia (2006), and Fournier (1998). The marketing literature addresses the need for emotional investment by applying consumer psychology to brand strategies (Suetrong et al., 2018).



For instance, Batra et al. (2012) propose the concept of brand love, which generates positive emotions in consumers and can explain the longevity of the relationship between the consumer and the brand. Brand love is defined as the emotional attachment or bond that a consumer feels towards a brand (Carroll & Ahuvia, 2006). It is considered as a positive and enduring feeling that a consumer develops towards a brand, which goes beyond the rational attributes of the product or service (Albert et al., 2013).

Brand love is a multidimensional construct that includes affective, cognitive, and behavioral components (Carroll & Ahuvia, 2006). Consumers who love a brand are more likely to repurchase the product or service, and they also tend to recommend the brand to others (Albert et al., 2013). According to Wallace et al. (2014), the feeling of brand love arises from active involvement, whereas Hudson et al. (2016) claimed that engaging with preferred brands through social media empowers consumers more in the online sphere (Anjani & Astuti, 2022). This paper aims to provide a comprehensive review of the literature on the role of brand love and brand satisfaction in developing repurchase intention in online shopping. The paper will begin by providing an overview of the concept of brand love, followed by a discussion of the theoretical foundations of brand love. The paper will then review the empirical studies that have examined the relationship between brand love, brand satisfaction and repurchase intention in online shopping. Finally, the paper will conclude with a discussion of the practical implications of the findings and directions for future research by proposing a research framework.

2. Brand love

In 1985, Robert Sternberg introduced a theory that has captured the interest of many individuals. The theory, known as the triangular theory of love, aims to explain the perplexing concepts of love and affection. Sternberg posits that there are fundamental dimensions underlying the various types of love experienced by people.

One of these dimensions is intimacy, which refers to a sense of closeness and attachment. Another dimension is passion, which is characterized by intense and fiery feelings towards something or someone. The third dimension, commitment, binds the other two dimensions together and involves both short-term and long-term decisions to remain in a relationship and plan for the future. Sternberg's theory also recognizes eight types of love, including consummate, liking, and non-love.

The widespread observation is that consumers have a strong attachment to certain possessions or activities, but the notion that consumers have emotions for brands that are similar to love has

mainly emerged from research on the connection between delight, love, and consumer-brand relationships. Although these feelings may not be identical to those experienced for people, the research suggests that they can be significantly more powerful than mere fondness.

The social psychology concept of brand love was first introduced by Shimp and Madden in 1988, who applied Sternberg's triangular theory of love. The first empirical study on brand love was proposed by Ahuvia in 1993. Despite this, there have been few studies on brand love published in marketing journals, including works by Ahuvia (2005), Albert et al. (2008), Batra et al. (2012), and Whang et al. (2004). Therefore, there is still a need for a widely accepted definition and measurements for this construct. Carroll and Ahuvia (2006) define brand love as a feeling of affection towards an object, which is distinct from satisfaction, liking, and trust.

Numerous authors have identified the factors that lead to and result from brand love. Love can manifest in various forms such as inducing jealousy (Sarkar and Sreejesh, 2014), increasing willingness to pay (Siew et al., 2018), and transforming a consumer into a brand devotee. Drennan et al. (2015) proposed a framework that describes the role of brand trust and satisfaction in brand love in the context of wine. The authors suggest that future researchers can examine additional antecedents, such as brand image, brand engagement and brand satisfaction in determining brand love.

3. Brand satisfaction

Satisfaction is a critical element of marketing that has been extensively studied for over 60 years. Marketing theories and practices have emphasized the importance of satisfaction because it is closely linked to post-buying behavior such as repurchase and brand loyalty. Oliver (1997) described satisfaction as a pleasing realization that occurs when a customer's needs, wants, or purposes are met. In other words, satisfaction is the customer's perception that consuming a product or service provides an outcome that meets their standard of pleasure versus displeasure. It is essential to note that for satisfaction to influence loyalty, frequent or cumulative satisfaction is needed. This means that individual instances of satisfaction must be combined or aggregated to create an overall satisfying experience that encourages customers to continue using a product or service. This idea is supported by research that has found that customer satisfaction is a significant predictor of customer brand love and repurchase intentions (Erciş et al., 2012 ; Ferreira et al., 2019 ; Joshi et al., 2021).

Satisfaction is not just a single experience but a series of experiences that occur within the same relationship. This implies that satisfaction is based on multiple encounters with a product or

service and is affected by various factors such as the quality of the product, the price, the customer service, and the overall experience. The satisfaction generated by extrinsic elements, such as the seller's ability to meet set objectives, also plays a vital role in the customer's overall satisfaction.

Bloemer and Schröder (2002) propose that consumer satisfaction is the outcome of comparing expected and perceived performance using the non-confirmation expectancy paradigm, also known as the expectancy confirmation model (ECM). This model is widely used in consumer behavior studies and was first developed by Oliver (1980) and later enhanced by Anderson and Sullican (1993).

The ECM suggests that a consumer's intention to repurchase a product or service is influenced by their prior experiences with that item. Some authors, such as Fournier and Glen Mick (1999) and Arnould and Price (1993), view satisfaction as an emotion without cognitive processes. However, satisfaction is based on multiple experiences within the same relationship and includes two specific aspects: extrinsic or cognitive elements. M'barki and Abakouy (2012) state that satisfaction is the result of a series of experiences. Consumers may perceive their satisfaction as a general emotion related to their experience with a website.

4. Online repurchase intention

The concept of customer repurchase intention refers to an individual's personal inclination to buy a particular product again. This strategy is highly effective in increasing profit margins and ensuring long-term success for a company, as noted by Wangwiboolkij (2011). The act of repeat purchasing by customers is indicative of their loyalty to a brand, as noted by Chiu et al. (2009). Given the intense competition in today's market, businesses must strive to attract new customers and retain existing ones to remain viable and grow, as pointed out by Ismail (2022). Business owners now view customer switching behavior as a multifaceted phenomenon, and addressing this behavior requires identifying what causes customers to reconsider repurchasing products they have previously bought.

In marketing research, there has been significant emphasis on consumer repurchase intention as a crucial factor for success in e-commerce. This has been noted by various scholars, such as Liao Yang et al. (2017), Pee et al. (2018), and Zhang et al. (2011). Repurchase intention is considered to be part of consumer loyalty, which refers to the favorable attitude of consumers towards a particular retailer. In order to survive and thrive, businesses need to compete to acquire new customers while also retaining their existing ones. As such, understanding

consumer preferences for repurchase intention is a critical issue for marketers and researchers alike.

Previous research in B2C contexts has used social psychological theories to explain the formation, antecedents, and consequences of repurchase intention. Among these theories, the expectation confirmation theory (ECT) is commonly used. This theory suggests that satisfaction is a key factor in influencing consumer repurchase intention, based on their confirmation or disconfirmation of their expectations through a comparison of expected and actual performance. Previous studies have assumed that e-tailers' ethics are the primary focus of consumers' pre-purchase expectations and post-purchase dis/confirmations.

Other theories, such as the Theory of Planned Behavior (TPB), Social Exchange Theory (SET), and Technology Acceptance Model (TAM), have also been used to examine consumer repurchase intentions in previous studies. Overall, understanding the factors that influence consumer repurchase intentions is crucial for businesses to retain their existing customers and achieve long-term success in the competitive e-commerce industry.

5. Brand love, brand satisfaction Repurchase intention

Customer repurchasing intention has been traditionally considered a sole indicator of both customer satisfaction and product performance. This intention is defined as the likelihood of customers to purchase products again from the same company. Customers exhibit a preference for repurchasing products from the same company due to various factors such as an enhanced perception of the organization's standards, positive prior purchase experiences, and effective recovery strategies. The customers develop a strong repurchasing intention when they perceive a satisfactory level of value and are content with their prior purchases from the same organization (Ali and Bhasin, 2019). However, among several reasons, BL (brand love) is regarded as the most crucial factor influencing repurchasing intention.

Carroll and Ahuvia's (2006) research has demonstrated that there is a positive correlation between brand love (BL) and various marketing factors. Additionally, Huber et al. (2015) have found that BL has a powerful rational association with emotionally driven constructs and logical attributes, such as the customer's partner's physiology, age, and other demographic characteristics. All these constructs have a connection with the intention to repurchase products. Garg et al. (2015) support this by highlighting that different cognitive elaborations of quality

information and brand engagement related to BL are more significant in influencing customers' repurchasing intention.

Therefore, we highlight the existence of a relationship between brand love and brand satisfaction that can impact online repurchase intention, The conceptual framework proposed is presented in Figure 1.



Figure : Research Farmework

6. Conclusion and futur research

After conducting a literature review on brand love, brand satisfaction, and repurchase intention, we have developed a framework that we intend to explore further in our empirical study. Our proposed framework draws on the insights gained from previous research, and we aim to expand on these concepts to gain a deeper understanding of the relationships between them.

Brand love is a complex emotional attachment that consumers feel towards a brand, and it has been found to have a significant impact on repurchase intention. Similarly, brand satisfaction, which is a customer's overall level of contentment with a brand, has also been shown to influence repurchase intention positively. Therefore, our proposed framework focuses on exploring the interplay between brand love, brand satisfaction, and repurchase intention.

We aim to investigate how these constructs interact with each other. Through our empirical study, we hope to gain a better understanding of the drivers of repurchase intention and provide insights for companies on how to enhance their brand love, brand satisfaction, and ultimately, their customer's repurchasing behavior.

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