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Factors Affecting Brand Love and its Implications for Marketing Strategy: A Systematic Literature Review

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ABSTRACT

This study aims to identify and synthesize the factors that influence brand love and its implications for marketing strategies through a Systematic Literature Review (SLR) approach. A total of 39 scientific articles published between 2020 and 2024 and indexed in the Scopus database were analyzed using the PRISMA method. The study results indicate that brand love is the result of a multidimensional interaction between emotional, psychological, and contextual aspects of consumer behavior. The primary factors influencing brand love include brand experience, brand personality & self-congruity, brand trust, brand loyalty, and word of mouth (WoM). Brand love has been proven to drive long-term loyalty, repurchase intent, and strong brand advocacy. Most studies use SEM analysis due to its ability to explain complex relationships between variables. These findings provide important insights into how companies can build emotional connections with consumers through more relational and experience-based marketing strategies. This study also highlights the importance of social media and corporate social responsibility in strengthening brand love. The study offers practical and academic insights for developing relationship-oriented marketing strategies in an era of increasingly intense brand competition.

Keywords: brand love, brand loyalty, brand trust, word of mouth, brand experience.

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INTRODUCTION

In an increasingly competitive global era, higher education institutions face major challenges in maintaining their existence and attracting new students. One strategic approach that is now gaining widespread attention in the context of student relationship management is the concept of value co-creation. In this approach, students are no longer positioned solely as recipients of services but as active partners who contribute to the creation of shared value between students and the institution (Suartina et al. 2022). This perspective shifts the traditional paradigm in educational service management toward a more participatory and collaborative approach.

The phenomenon of brand love is increasingly attracting attention from researchers and practitioners due to its ability to influence various aspects of consumer behavior, including loyalty, repurchase intent, brand advocacy, and resistance to competitors (Rahman et al., 2021). Consumers who love a brand tend to show long-term commitment, make repeat purchases even when cheaper alternatives are available, and are even willing to defend the brand in crisis situations (Song & Kim 2022). Therefore, understanding the factors that shape brand love is crucial for designing more effective marketing strategies focused on long-term relationships.

Various studies have identified a number of factors that influence brand love. One of the main factors is brand experience, which includes how consumers feel, think, and interact with brands in various contexts (Santos & Schlesinger 2021). Pleasant and consistent experiences have been shown to increase consumer emotional attachment. Additionally, brand personality and self-congruity also play a significant role. Consumers are more likely to love brands that reflect their personal values and self-image (Shetty & Fitzsimmons, 2022).

Brand trust also serves as a crucial foundation in building brand love. Consumers who believe that a brand will fulfill its promises and act ethically tend to have stronger emotional attachment (Huo et al., 2022). In this context, corporate social responsibility (CSR) serves as an additional factor that strengthens a brand's positive image and enhances brand love among consumers concerned about social and environmental issues (Javed & Khan, 2023a).

In addition to internal brand factors, digital interactions such as social media and electronic word of mouth (e-WOM) have also been shown to drive brand love. Consumers who actively engage with brands on digital platforms tend to feel more emotionally connected, especially when they feel heard and involved in brand activities (Song & Kim, 2022; Suartina, I. W., 2022).

The influence of brand love on marketing strategy is significant. Companies can shift their focus from a transactional approach to a relational approach that emphasizes building emotional attachment. Brand communication strategies should be directed

toward creating authentic emotional experiences, reinforcing brand personality, and establishing meaningful connections with consumers through social media and CSR activities. In the long term, brand love not only drives loyalty but also creates customer advocacy, which serves as a powerful organic promotional tool (Hsu, 2023).

However, building brand love is not an instant process. It requires a deep understanding of consumers' psychological needs, the values they hold, and how the brand can become part of their identity. With a strategic approach that combines rational and emotional elements, companies can optimize the potential of brand love to build sustainable competitive advantage amid the ever-changing dynamics of the market.

This literature review is expected to provide valuable insights for academics and marketing practitioners and is important for further examining the most dominant factors influencing brand love and how companies can leverage them in planning and implementing marketing strategies. Recent studies conducted between 2018 and 2024 provide a strong empirical foundation for understanding these dynamics and serve as a basis for strategic decision-making in modern marketing.

LITERATURE REVIEW

In modern marketing, brand love has evolved into a strategic concept that reflects a strong emotional bond between consumers and brands. Shetty & Fitzsimmons (2022) define brand love as the result of brand personality congruence and emotional attachment to the symbolic values communicated by the brand, particularly in the context of luxury brands. Brand love reflects feelings of pride, affection, and emotional loyalty toward a particular brand. Brand love not only enhances loyalty but also encourages consumers to engage in positive behaviors, such as providing recommendations (word of mouth), avoiding competing brands, and demonstrating long-term commitment. Several studies have shown that Brand Experience, Brand Personality & Self-Congruity, Brand Trust, Brand Loyalty, and Word of Mouth can influence Brand Love.

Brand Experience, which refers to consumers' experiences when interacting with a brand, is a key factor in building brand love. Santos and Schlesinger (2021) found that positive brand experiences enhance brand love, which in turn leads to loyalty and willingness to pay a premium price. This is supported by Hsu's (2023) research, which shows that gamification experiences in mobile apps play a crucial role in creating emotional bonds between consumers and the brand.

Brand Personality and Self-Congruity is a brand personality that aligns with consumers' self-image (self-congruity), strengthening the emotional connection between consumers and the brand. Shetty & Fitzsimmons (2022) note that the alignment of brand personality with consumer perceptions enhances brand attachment, which ultimately fosters brand love. Another study by Choi et al. (2024) indicates that brand self-connection can drive customer advocacy behavior.

Brand trust is the foundation of long-term relationships between consumers and brands. Huo et al. (2022) found that good corporate social responsibility increases trust and ultimately strengthens brand love. Maduretno & Junaedi (2022) add that this trust is also mediated by consistent and high-quality brand experiences.

Several studies show that brand love is often seen as an antecedent of loyalty and indicates a reciprocal relationship. Rahman et al. (2021) formulated a causal model stating

that brand loyalty can also strengthen brand love through repeated consumer engagement and increased brand symbolic value.

Word of mouth communication and brand activities on social media play a crucial role in creating brand love. Song & Kim (2022) found that satisfaction with brand pages on social media drives emotional attachment and positive word of mouth behavior. Similarly, Suartina et al. (2022) revealed that intensive promotion through social media has a significant influence on brand love and loyalty.

Understanding the factors that influence brand love provides companies with the opportunity to develop more targeted marketing strategies. First, marketing should focus on creating enjoyable and meaningful brand experiences, both physically and digitally. Second, reinforcing brand values to align with consumer identities is key to fostering emotional engagement. Third, brand communication strategies should be built on emotional connections, not just functional product information.

By leveraging social media and engaging content strategies, companies can encourage consumers to become brand advocates. In the long term, brand love acts as a catalyst for customer loyalty, market growth, and brand positioning. This makes brand love a strategic asset that not only creates short-term value but also fosters mutually beneficial long-term relationships between the brand and its consumers.

RESEARCH METHOD

This study uses a systematic literature review (SLR) approach to identify, evaluate, and interpret all findings on a research topic to answer research questions (Mengist, 2020).

The systematic literature review approach is considered most appropriate for research purposes, particularly for producing the best synthesis and providing academics and practitioners with a comprehensive understanding of the available information, as well as for identifying significant gaps in knowledge and prospects for further investigation. Additionally, SLR is an effective instrument for research synthesis because this technique strictly follows predetermined rules and scientific procedures that are repeatable and unambiguous (Pushparaj and Kushwaha, 2023).

The SLR process begins with formulating research questions using the PICo method, which includes Problem or population, Interest, and context. The strategy for searching documents is carried out through three stages: identification, screening, and eligibility.

The primary data sources used are articles indexed in the Scopus database, including those related to brand loyalty, brand personality, and consumer behavior published between 2014 and 2024. Inclusion criteria include research on brand love and published in the form of journal articles.

The method used was Preferred Reporting Item for Systematic Reviews and Meta-Analytic (PRISMA). Articles that have gone through the selection process will be reviewed and summarized according to the research objectives, author names, year of publication, number of participants, measurement tools used, and research results.

A search of the Scopus database yielded 211 titles. Articles were then selected by removing topics that were not relevant. The final process resulted in 39 articles that were suitable for literature review.

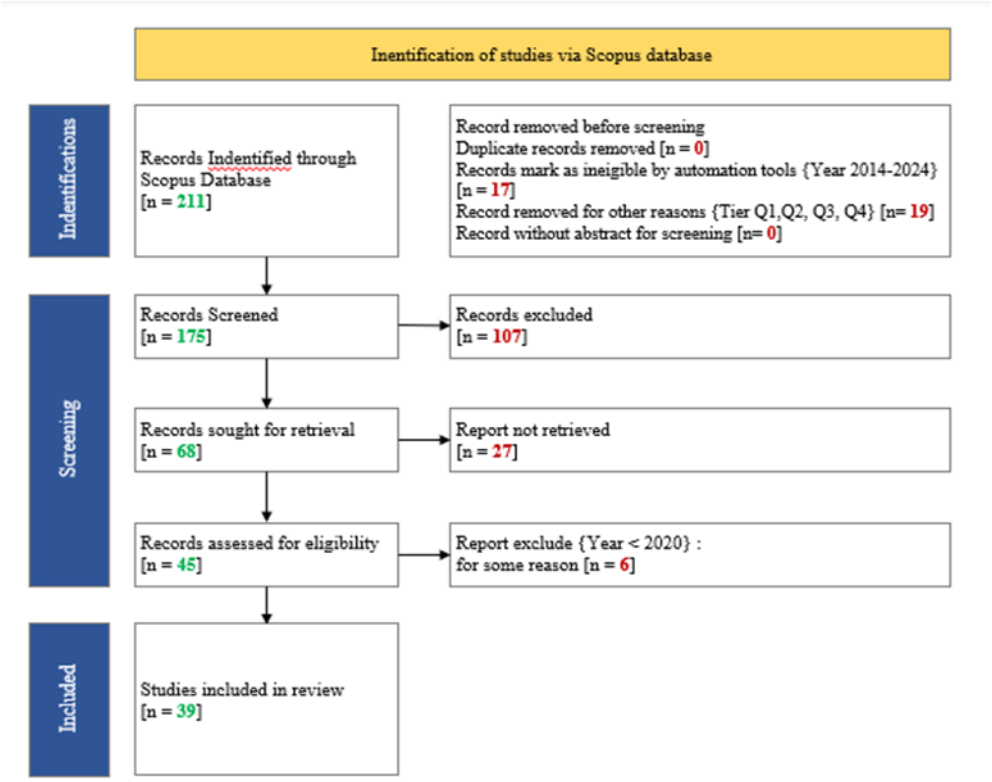

Figure 1. PRISMA Flochart

RESULTS AND DISCUSSION

From the selection of journals from 2020 to 2024, the following data was obtained for analysis:

Table 1. Data Analysis

No	Authors	metode	Year	Faktor Yang mempengaruhi	Source title	
1	Madadi R.; Torres I.M.; Fazli-Salehi R.; Zúñiga M.Á.	SEM	2021	Brand attachment; Brand love; Brand loyalty; Product involvement	Spanish Journal of Marketing - ESIC	Q2
2	Santos M.; Schlesinger W.	SEM	2021	Brand experience; Brand love; Brand loyalty; Streaming service; Willingness to pay a premium price	Spanish Journal of Marketing - ESIC	Q2
3	Khan A.; Mohammad A.S.; Muhammad S.	SEM	2021	Brand experience; Brand love; Fast food; Halal; Malaysia; Purchase intention; Word of mouth	Journal of Islamic Marketing	Q2
4	Wong A.	SEM	2021	Brand community, Engagement, Brand love, Brand loyalty	Journal of Consumer Behaviour	Q1

6	Yu J.; Park J.; Lee K.; Han H.	SPSS 22.0 and AMOS 22.0	2021	Brand image; Brand love; Brand respect; Environmentally sustainable development (ESD); Green innovation; Price premium	International Journal of Environmental Research and Public Health	Q2
6	Rahman R.; Langner T.; Temme D.	SEM	2021	Brand forgiveness; Brand love; Brand loyalty; Brand management; Brand uniqueness; Consumer–brand relationship	Journal of Brand Management	Q1
7	Khan M.A.; Zulqarnain M.; Bhatti Z.A.; Raza A.	SEM	2021	Brand love; brand loyalty; functional benefits; premium prices; resistance; symbolic benefits	Journal of Relationship Marketing	Q2
8	Madadi R.; Torres I.M.; Fazli-Salehi R.; Zúñiga M.Á.	SEM	2021	brand love; brand loyalty; Consumer-brand relationship; partial least squares; service type; word-of-mouth	Journal of International Consumer Marketing	Q2
9	Yang K.C.C.; Kang Y.	SPSS Amos	2021	Brand management; communication management; digital media; video storytelling advertising	Journal of Creative Communications	Q2
10	Kohli H.S.; Khandai S.; Yadav R.; Kataria S.	SEM	2021	Brand experience; brand hate; brand love; brand loyalty	Journal of International Commerce, Economics and Policy	Q3
11	Baber P.; Di Virgilio F.	SEM PLS	2022	Battle royale games; Brand love; Brand loyalty; Brand relationship; Brand tribalism; Players" commitment	Journal of Content, Community and Communication	Q2
12	Robertson J.; Botha E.; Ferreira C.; Pitt L.	SEM	2022	Article classification: Research article; Brand betrayal; Brand equity; Brand love; Brand loyalty; Consumer-brand relationship; Masstige	Journal of Business Research	Q1
13	Boubker O.; Naoui K.	SEM	2022	WOM; Brand love; Loyalty; Satisfaction; Service quality	Case Studies on Transport Policy	Q1
14	Song S.; Kim H.-Y.	SEM	2022	Brand love; Luxury brands; Self-expressive brands; Socialmedia; Word-of-mouth marketing	Journal of Product and Brand Management	Q1
15	Shetty K.; Fitzsimmons J.R.	SEM	2022	Brand attachment; Brand love; Brand loyalty; Brand personality; HENRY; Luxury branding	Journal of Fashion Marketing and Management	Q1
16	Maduretno R.B.; Sheellyana Junaedi M.F.	SEM PLS	2022	Brand Experience; Brand Love; Brand Loyalty; Brand Trust; Partial Least Squares	Gadjah Mada International Journal of Business	Q3

17	Suartina I.W.; Wimba I.G.A.; Astrama I.M.; Wulandari N.L.A.A.; Rahmayanti P.L.D.; Yasa N.N.K.; Sujana I.K.	SEM PLS	2022	Brand love; Brand loyalty; e-WOM; Intensive distribution; Social media promotion	International Journal of Data and Network Science	Q2
18	Rocha-Vallejos K.H.; Rabanal-Altamirano S.N.; Robles-Fabian D.A.; Cordova-Buiza F.	SPSS	2022	brand loyalty; e-commerce; internet; Latin America; Peru; platforms; satisfaction	Innovative Marketing	Q3
19	Suhan M.; Nayak S.; Nayak R.; Spulbar C.; Bai G.V.; Birau R.; Anghel L.C.; Stanciu C.V.	SMART PLS 3.0	2022	brand commitment; brand love; brand loyalty; brand trust; C10; customer behaviour; D11; M21; Self-expressive brand; sustainable development	Economic Research-Ekonomska Istrazivanja	Q2
20	Huo C.; Hameed J.; Zhang M.; Bin Mohd Ali A.F.; Amri Nik Hashim N.A.	SEM	2022	brand love; brand trust; Corporate social responsibility; green innovation technologies; sustainable purchase intentions	Economic Research-Ekonomska Istrazivanja	Q2
21	Sukaatmadja I.P.G.; Yasa N.I.N.K.; Rahmayanti P.L.D.	SEM PLS	2023	and revisit intention; brand image; brand love; destination quality; experience; recommendation; WOM	Cogent Business and Management	Q2
22	Hsu C.-L.	SEM	2023	Brand experience; Brand identification; Brand love; Customer engagement; Gamification; Mobile technology; Repurchase intention; Self-expressiveness	Decision Support Systems	Q1
23	Anggara A.K.D.; Ratnasari R.T.; Osman I.	SEM amos version 26	2023	Brand love; Brand loyalty; Customer experience; Responsible consumption; Store attribute	Journal of Islamic Marketing	Q2
24	Javed A.; Khan Z.	SEM	2023	Brand love; Cellular service industry; Corporate ability; Corporate social responsibility; Word-of-mouth intentions	South Asian Journal of Business Studies	Q1
25	Yadav R.; Paul J.; Mittal A.	SEM	2023	Brand experience; Nation brand experience (NBE); Nation brand love (NBL); Nation brand loyalty (NBLT); Word of mouth (WOM)	International Marketing Review	Q1
26	Kim L.; Chouykaew T.; Pongsakornrungsilp S.; Jindabot T.; Lee S.	path analysis	2023	antigen test kit; brand love; brand loyalty; brand preference; repurchase intention	Innovative Marketing	Q3

27	Na M.; Rong L.; Ali M.H.; Alam S.S.; Masukujjaman M.; Ali K.A.M.	SEM amos version 26	2023	brand attributes; brand loyalty; smartphones; word-of-mouth engagement	Behavioral Sciences	Q2
28	Guo Y.-M.; Ng W.-L.; Hao F.; Zhang C.; Liu S.-X.; Aman A.M.	SEM PLS	2023	affective trust; avatar; brand love; brand loyalty; cognitive trust; customer experience; customer-brand identification; sustainability	Sustainability (Switzerland)	Q1
29	Garg P.; Singh S.; Chamola P.; Kumar A.; Paliwal M.	SEM	2023	Brand love; Brand loyalty; Brand relationship quality; Brand trust; Emotional Appeals	Journal of Marketing Communications	Q1
30	Koner S.; Gupta T.; Malewar S.	SEM PLS	2023	Brand Love; evangelism; identification; Loyalty; mobile phones; PLS	Thailand and the World Economy	Q4
31	Kuhn S.W.; van der Westhuizen L.-M.	SEM	2024	Branding; Crafts; Customer relationships; Entrepreneurial marketing; SME marketing; Word-of-mouth	Journal of Research in Marketing and Entrepreneurship	Q2
32	Ghorbanzadeh D.	SEM	2024	Brand image; Brand love; Brand reputation; Corporate citizenship; Customer loyalty; Private banking	Social Responsibility Journal	Q1
33	Choi L.; Kim M.; Kim S.	SEM PLS	2024	Brand love; Customer advocacy; Customer delight; Customer gratitude; Employee empathy; Power distance belief; Tolerance of failure; Willingness to pay more	Journal of Service Management	Q1
34	Madadi R.; Torres I.M.; Fazli-Salehi R.; Zúñiga M.Á.	SEM	2024	African American consumers; Brand love; Elaboration likelihood model; Service types; Social identification theory; Strength of ethnic identification	Journal of Consumer Marketing	Q1
35	Choi C.-J.; Xu J.; Min D.-G.	SEM	2024	Active engagement; Brand commitment; Brand love; Emotional brand attachment; Luxury brand; Self-congruity	Asia Pacific Journal of Marketing and Logistics	Q1
36	Hamouda M.; Aissaoui A.	SEM	2024	Brand loyalty; Evangelism; Green brands; Green consumers; Green marketing; Relationship benefits	Journal of Business Strategy	Q2
37	Kapoor A.; Sindwani R.; Goel M.	SEM	2024	Brand image; Brand love; fsQCA; Mobile wallet service experience; Serial mediation	Journal of Financial Services Marketing	Q2
38	Ahmed A.; Raza A.; Talpur Q.-U.-A.; Ishaq M.I.; Shafqat T.	SEM	2024	brand love; brand retaliation; Brand transgression; negative emotions; word of mouth	Service Industries Journal	Q1

39	Srivastava G.N.; Padmaja V.; Tripathi A.P.	SPSS	2024	Brand equity; brand extension; brand love; brand personality; customer equity	Business Perspectives and Research	Q2

The results of a systematic literature review (SLR) of 39 scientific articles published between 2020 and 2024 show that brand love is the result of multidimensional interactions between psychological, emotional, and contextual factors in consumer behavior. These findings enrich our understanding of the strategic role of brand love in influencing loyalty, repurchase intent, brand advocacy, and word-of-mouth (WoM) communication.

In this study, nearly all used SEM analysis, indicating that this method is highly dominant in research related to Brand Love. This is because SEM can test theoretical models by integrating various relationships into a single model, thereby facilitating researchers in evaluating existing theories with empirical data and modifying models as needed. This also addresses measurement errors and enhances the accuracy of research results (Hair et al., 2019). Additionally, SEM has higher predictive power, the ability to handle latent variables and measurement errors, as well as mediation and moderator analysis (Hidayat et al., 2022). The percentage of researchers using SEM is 95%. Those using path analysis account for 2.5%, and those using SPSS account for 2.5%. This is because SEM allows researchers to test models of relationships between variables simultaneously and understand both direct and indirect effects between variables (Hair et al. 2019).

This study was conducted between 2020 and 2024. In 2021, 2022, and 2023, there were 10 studies, and in 2024, there were 9 studies. This study provides an overview of the years in which the studies were conducted, and all of them focus on the methods used by each study.

Some of the studies conducted indicate that Brand Loyalty is one of the factors influencing Brand Love (Rozbeh Madadi et al. 2021a)(Santos and Schlesinger 2021)(Wong 2021)(Rahman, Langner, and Temme 2021) (Rozbeh Madadi et al. 2021b)(Kohli et al. 2021)(Baber and Di Virgilio 2022)(Robertson et al. 2022)(Boubker and Naoui 2022)(Shetty and Fitzsimmons 2022)(Maduretno and Sheellyana Junaedi 2022)(Suartina et al. 2 022)(Rocha-Vallejos et al. 2022)(Suhan et al. 2022) (Khabib and Anggara 2022)(Yadav and Paul 2021)(Kim et al. 2023)(Na et al. 2023)(Guo et al. 2023).

In addition to brand loyalty, word of mouth (WoM) also influences brand loyalty. This is demonstrated in the research findings (Khan, Mohammad, and Muhammad 2021)(R Madadi 2021)(Boubker and Naoui 2022)(Song and Kim 2022)(Suartina et al. 2022)(Sukaatmadja, Yasa, and Rahmayanti 2023) (Javed and Khan 2023b)(Yadav and Paul 2021)(Na et al. 2023)(Kuhn and van der Westhuizen 2024).

Brand Trust can also influence Brand Love, as evidenced by research from (Maduretno and Sheellyana Junaedi 2022)(Suhan et al. 2022)(Huo et al. 2022)(M 2023).

Another factor that can influence Brand Love is Brand Experience, as demonstrated in research by (Santos and Schlesinger 2021)(Khan, Mohammad, and Muhammad 2021)(Kohli et al. 2021)(Maduretno and Sheellyana Junaedi 2022)(Hsu 2023)(Yadav and Paul 2021).

In addition to brand loyalty, word of mouth (WoW), brand trust, and brand experience, there are other factors that also influence brand love, such as brand attachment, brand forgiveness, consumer-brand relationship, brand management, social

media, and others. However, the factors that influence brand love are mostly brand loyalty, word of mouth (WoW), brand trust, and brand experience.

This study shows that brand love is a very important concept for modern marketing. The results of this systematic literature review reinforce the understanding that brand love has a significant impact on consumer behavior, particularly in terms of brand loyalty, purchase intent, and positive communication such as word of mouth (WoM). The implications of these findings are that companies need to focus on building and maintaining strong emotional relationships with their consumers. Factors such as brand personality, self-identification with the brand, consumer experience, brand loyalty, and brand trust play a crucial role in shaping brand love. Companies can leverage these findings to develop more effective marketing strategies that not only emphasize product or service features but also build emotional connections with consumers.

The Systematic Literature Review (SLR) approach was used to identify, evaluate, and interpret all findings on a research topic. SLR is an appropriate approach to provide academics and practitioners with a comprehensive understanding of existing information, as well as to identify significant gaps in knowledge and prospects for further investment.

Factors influencing brand love, such as brand personality and self-identification with the brand, were found to have a significant influence on electronic word of mouth (e-WoM). Brand love is also associated with brand loyalty and positive word-of-mouth communication, which can lead to long-lasting and sustainable customer loyalty.

CONCLUSION

Brand love is becoming increasingly important in modern marketing strategies. Through a systematic literature review, this study identifies various factors that influence brand love, such as brand personality, self-concept fit with the brand, consumer experience, as well as brand loyalty and brand trust. The results of the study indicate that brand love can increase customer retention and positive communication from consumers. Additionally, factors such as social media marketing, brand personality fit, and corporate social responsibility can also influence brand love. Brand Love can also enhance consumer commitment and loyalty toward the brand. Further research is needed to understand the factors influencing brand love and how brands can utilize this concept for more effective marketing strategies.

The implications of this research provide a comprehensive overview of the current state of brand love research, highlighting key factors and methodologies. By understanding the factors contributing to brand love, companies can develop more effective strategies and ultimately improve customer retention, enhance brand loyalty, and achieve sustainable growth.

This study has limitations in terms of articles indexed in the Scopus database. This means that relevant research published in other databases or in non-indexed journals may not be included in this review. In general, this study primarily identifies the factors influencing brand love based on quantitative studies using SEM. This methodological focus may limit the depth of understanding of the consumer-brand relationship, potentially overlooking qualitative insights.

Based on the study results, recommendations can be made that companies need to focus on building strong emotional connections, optimizing key brand love factors, and

leveraging the power of positive word-of-mouth. This can be achieved by creating engaging and shareable content, interacting with consumers on social media, and offering incentives for referrals. Additionally, it is important to expand the scope of databases and literature sources, use mixed research methods (quantitative and qualitative) for a more comprehensive understanding, and also examine the influence of context (e.g., culture, industry) on brand love.

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