

ANTECEDENT AND CONSEQUENCES OF BRAND LOVE: PERSPECTIVE SMARTPHONE CUSTOMERS

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Abstract

This study aims to present a comprehensive framework of the antecedent and consequences of brand love. The study also sought to explicitly explain the difference brand image, brand love, brand loyalty, purchase intention and word of mouth (WOM) were found among smartphone customers. Data were obtained from 150 smartphone customers. Structural equation modeling was used to test the hypothesis. In order to generalize the findings, the research model needs to be tested by using samples of various objects. Marketing research in brand love should focus on brand image, brand loyalty, purchase intention and word of mouth (WOM) as antecedent and consequences. The findings showed that brand love has a positive effect on brand loyalty, purchase intention and word of mouth (WOM). The finding also proposes that brand image has a positive effect to brand love. Marketing research should focus more on the role of love brand in getting smartphone customers. With the positive influence on the success of marketing, managers should focus on customer centered on purchase intention and word of mouth (WOM) mainly to smartphone customers. However, brand love also seems to be a good way to get smartphone customers from competitors. The contribution of the study is, first, a more complete framework of the antecedent and consequences of brand love being analyzed simultaneously. Second, this study allows direct comparison of the difference in brand image, brand love, brand loyalty, purchase intention and word of mouth (WOM) between the customer's smartphone.

Keywords: Brand Image, Brand Love, Brand Loyalty, Purchase Intention, Word of Mouth.
