

Love is all you need – Defining the concept of love brands

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Abstract

Purpose: The term “love brand” has recently become a buzzword among marketing practitioners. Therefore, the purpose of this paper is to define this concept, its elements, and how customers express the love they feel towards their love brand(s) in order to create a shared understanding among practitioners and the academic world.

Methodology: First, a literature review is used to identify related theoretical concepts. Second, six semi-structured interviews were conducted by the authors to investigate brand-customer relationships and to identify common denominators of love brands.

Findings: The concept of love brands is closely linked to the existing theory on brand love which serves as a solid basis of this paper. While brand love is found to describe the feelings customers have towards a brand, love brand refers to where the brand love is directed to. The main contribution of this paper is the development of a definition of love brands and the proposal of a conceptual framework illustrating the new concept. The authors define “love brand” as a concept subjective to the individual customer who feels a deep, passionate, and emotional connection towards the brand which aligns with his/her own personality and integrates the brand into his/her own identity.

Research implications: Providing a first definition of the concept of love brands and a conceptual framework comprised of elements of love brands and the expression of that love enriches the theoretical landscape and opens up areas for future research on this topic. Additionally, managers and practitioners can gain a deeper understanding and a more holistic view on a term they are already using without any theoretical foundation. This will enable them to further foster the relationships between their brand and their customers.

Limitations: Due to the paper’s limited scope and the small number of surveyed interviewees, the findings might not be generalisable. This paper takes a first look at the concept of love brands. Further research based on broader qualitative as well as quantitative studies is needed to validate and expand the findings of this research paper.

Originality/value: Owing to the recent upcoming of the term “love brand” in marketing practice, there is a lack of literature on this phenomenon. Therefore, this paper aims at taking a first step to fill the existing gap between practice and the academic world.

Keywords: brand love, brand-customer relationship, brand loyalty, love brands

Paper type: Research paper

Introduction

Love is an extremely complex concept that everyone has some kind of experience with. To make the concept love more tangible, a dictionary's explanation of the word is applied. According to the Oxford dictionary, love describes “a strong feeling of affection”, “a great interest and pleasure in something” or “a person or thing that one loves” (Stevenson, 2015). With this information in mind, it is clear that a person can love a brand, as a brand is a thing or object. Corporations have always tried to make its consumers like the brand, but not long ago they started to try to deepen these feelings into love. This has created the buzzword “love brand” in the corporate context. Love is something that has been exciting for thousands of years, but to use the concept in the business world is quite new. The use of the term love brand is established in some corporate sectors, but has not been mentioned in the academic literature.

Different corporations try to identify and explain the term. The most famous and established definition is coined by Kevin Roberts, former CEO of the advertising agency Saatchi & Saatchi, when he explains the term “lovemarks” (Future Beyond Brands, 2023). He understands the concept as forming deep, emotional connections with customers. It is not just about making customers like or respect a brand, it is about making them truly love it. Kevin Roberts argues that there are three key elements to a lovemark: mystery, sensuality, and intimacy. While mystery is about creating a brand that is intriguing and exciting, sensuality is about creating a brand that is appealing to the senses. Intimacy is about creating a brand that customers feel close to and connected with. An example of a brand that has worked towards brand love is McDonalds with its tagline “I’m lovin’ it” (Gumparhi & Patra, 2020). An example of the consumer's viewpoint regarding this concept could be stating “I love the brand” or even getting a tattoo associated with the brand.

The academic world has just started to investigate love in the marketing context. The closest concept established in the literature is the concept of brand love. The primary definition of this concept is “the degree of passionate emotional attachment a satisfied consumer has for a particular trade name” (Carroll and Ahuvia, 2006, p. 81). Another relevant theory that can be applied is the customer based brand equity model pyramid (Keller, 2009). As the top of the pyramid resonance contains: loyalty, attachment, community and engagement. All of these concepts have some sort of deeper relationship attached to them, which can be linked to love. The problem is that it can also be linked to brand liking (Nguyen, Melewar & Chen, 2013), which still has strong positive feelings towards the brand but it does not have to mean brand love.

The academic studies have another perspective than the corporate one. The corporate perspective focuses on mystery, sensuality, and intimacy, which can be used to describe love in general. The academic perspective uses the angle of emotion in general, and is not as specific.

The purpose of this paper is to demystify the contemporary marketing terminology surrounding love brands. When theorising the concept love brand from a consumer perspective it is difficult to understand when love is true and when it is just a figure of speech. This paper aims to understand the fundamentals of brand love and to give the first academic definition of the concept. Furthermore, this paper recognizes the existing gap between the widespread use of the term love brand in the business world and the insufficient academic exploration of these ideas. The relevance of this paper is to start the academic work around the concept “love brand”. This will in turn be beneficial in both the academic and corporate sector since this theoretical perspective will expand all actors' knowledge in marketing and branding. The practical relevance of the paper is to give corporations a better knowledge about the theory, which can be directly applied in their branding. The

definition of the term provided in this paper will support and act as a fundamental part for future research.

The following sections consist of a two-step procedure. In a literature review, we first search for existing definitions of brand love and similar concepts in the context of customer-brand relationships. Then, we conduct a qualitative study to find factors that make up the concept of love brand. In six semi-structured interviews, we surveyed consumers to understand their relationship with their most loved brand.

Theoretical background

Brand love in the context of interpersonal love

Suggestions that consumers have “love-like” feelings for brands originate mainly from studies on love and on consumer-brand relationships (Carroll & Ahuvia, 2006). While this so-called brand love may not be fully analogous to the feelings one has for another person, it is agreed upon that it exceeds the feelings of simple liking.

The phenomenon of brand love is rooted in the study of love. Aron & Aron (1996, p.47) define love as “the constellation of behaviors, cognitions, and emotions associated with a desire to enter or maintain a close relationship with a specific other person”. However, the feeling of love is not limited to romantic relationships but also applies to other relationships such as family or friendship. From this definition we conclude that love is connected to a close relationship. It comes along with certain behaviours (or expressions of that love), cognitions (or associations) and emotions towards the person the love is directed to. Aron & Aron (1996) further conclude that love is a very satisfying and useful relationship which humans use to expand the self through “including each other in the self” (p.48).

Sternberg (1986) proposes a triangular theory of love with the three components intimacy, passion, and decision/commitment, which are included in most

conceptualizations of love (Albert et al., 2008). Shimp & Madden (1988) were the first ones to study the concept of love in the consumption context with their work on consumer-object relations. Based on Sternberg’s triangular theory of love (1986) they suggest that the nature of a consumer’s relationship with an object, e.g. a brand, is based on the following three components: liking, yearning, and decision/commitment. In the field of consumer-brand-relationship research (Fournier, 1998) reveals that consumers develop and maintain strong relationships with brands. He proposes six major categories of relationships, including love and passion, defined as a richer, deeper, more enduring feeling than sole preference.

While a lot of researchers base their conceptualizations of brand love on the similarities between interpersonal love and love in consumer contexts (Carroll & Ahuvia, 2006), Batra et al. (2012) argue that the theories of interpersonal love should not be applied directly to brand love. Instead, brand love needs to be conceptualised from the ground up which they did in an extensive exploratory study. Since we are introducing a new concept in research, the same applies for our conceptualization of love brands.

Definition and dimensions of brand love

While the concept brand love has been widely explored in academic research, only few provide a definition of what brand love actually is. The most used definition comes from Carroll & Ahuvia (2006, p.81) who define brand love “as the degree of passionate emotional attachment a satisfied consumer has for a particular trade name”. According to that brand love includes passion for the brand, attachment to the brand, positive evaluation of the brand, positive emotions in response to the brand, and declarations of love for the brand. To further develop the understanding of the brand love construct, Albert et al. (2008) explore what dimensions characterise the feeling of love toward a brand. As a result

of this analysis, they identify 11 dimensions of love toward a brand (Albert et al., 2008):

- Passion (for the brand)
- A long-duration relationship
- Self-congruity (congruity between self-image and product image)
- Dreams (the brand favours consumer dreams)
- Memories (evoked by the brand)
- Pleasure
- Attraction
- Uniqueness (of the brand and/or of the relationship)
- Beauty (of the brand)
- Trust (the brand has never disappointed)
- A willingness to state the love

Proximity concepts

In order to clarify the construct of love brands, it is helpful to take a look at similar concepts closely related to brand love. A concept that is often researched in the context of brand love is brand loyalty. Brand loyalty has been defined as the amount of intensity of relationship between the customer's relative attitude and repeat purchase (Dick & Basu, 1994). Dick and Basu's loyalty model (1994) describes four different types of loyalty depending on the level of mental (relative attitude) and behavioural (repeat patronage) loyalty the customer possesses. The mental loyalty is associated with everything related to the loyalty except the actual buying behaviour. The differentiation between brand love and brand loyalty is made by brand loyalty being a consequence of brand love (Gumparthy & Patra, 2020).

Brand passion is often the central point of the interpersonal love literature. According to (Thomson et al., 2005, p.80) it "reflects intense and aroused positive feelings toward a brand". Brand passion and brand love are often used interchangeably (Gumparthy & Patra, 2020), although some researchers position brand passion as an

important component of brand love (Carroll & Ahuvia, 2006).

Antecedents and Consequences of brand love

The largest number of studies on brand love focuses on identifying the antecedents and behavioural consequences of brand love. The behavioural consequences of brand love are of particular interest in management given the favourable organisational outcomes. The most often cited consequences of brand love are brand loyalty (Carroll & Ahuvia, 2006), positive word of mouth (WOM) (Batra et al., 2012), willingness to pay a price premium (Thomson et al., 2005) and willingness to forgive mistakes (Rahman et al., 2021).

Rahman et al. (2021) identified brand satisfaction, brand fit with the inner self, and personal experiences as direct antecedents of brand love, and functional and sensory brand uniqueness indirect antecedent. Batra et al. (2012) found perceptions about great quality/qualities as antecedent and describe it as the "the core of brand love" (p.12).

As we can see from the literature review, the concept of brand love has been of great interest in the context of brand-consumer relationships. A primary definition and the dimensions of brand love, as well as its antecedents and behavioural consequences have been explored and validated. Love brands as such, on the other hand, have not been studied in an academic context yet. Since it is a new concept, exploratory work is needed to define this concept and its elements. This will bridge the gap between brand love, mainly used in the academic context, and love brands, used so far only in the managerial world.

Methodology

In this paper, primary data was gained through conducting six semi-structured interviews. This interview style was chosen because the paper is developing a new, unexplored concept connected to emotions and personal experience, which would be

hard to capture through quantitative data (Bryman, Bell & Harley, 2022). All three authors conducted two interviews each. The interview questions were based on existing theoretical concepts considered relevant to explore the concept of love brands. Those include brand love, brand loyalty, willingness to pay price premium, willingness to recommend, purchasing behaviour, and customer-brand relationship. Ten questions, based on prior research in the existing literature in the field of brand love, were specified in advance to conduct the interviews. Questions were purposely formulated in an open way to explore the new concept and aspects that are related to it. In order to make the interviews as similar as possible, the interviews were conducted in accordance with Bryman et al. (2022).

When the respondents were chosen, the authors made sure to not include anyone who has a good knowledge in marketing and branding to avoid biased answers. Prior to choosing the interviewees, we conducted a pre-screening, asking people if they have a brand they love. For this purpose, we provided them with two categories: “I like the brand” and “I really love the brand”. Only the ones that clearly stated that they loved a brand were included in the interviews since having a love brand was considered a premise to answer our interview questions. We asked ten possible participants, of which only six came up with a brand they really love. The remaining four were excluded from the set of respondents.

Having a diverse range of perspectives was important to the authors because we consider having a love brand is not tied to demographics. People of different age groups, genders, and nationalities were included in the set of respondents. Consequently, the developed concept can be applied in a broader context.

Findings

For the purpose of this research paper, six semi-structured interviews were conducted. The interviews lasted between 7 and 22 minutes. All participants were asked ten questions, as specified in table 1, which were complemented by further follow-up questions when necessary. The complete transcripts of the interviews can be found in appendix 1-6. This section aims at highlighting the most important findings from the interviews. To further illustrate the answers, a number of striking quotes will be included.

Q1	Do you have a brand in mind that you really love?
Q2	What makes this brand so special to you?
Q3	What are your experiences with the brand?
Q4	How long have you been loving this brand?
Q5	How often/regularly do you buy products of this brand?
Q6	How do you interact with the brand (in everyday life)?
Q7	If the brand would be a person, how would you describe its personality?
Q8	What are your emotions towards the brand?
Q9	Would you still buy from the brand if there would be an equivalent, more affordable alternative?
Q10	Would you recommend this brand to a friend if he/she wants to buy a product from this category?

Table 1 Fixed set of questions

The age of the six respondents is ranging from 19 to 59. Four males and two females were included in the respondents group. The interviewees originate from different countries, namely from Germany, Sweden, Croatia, and Norway.

Each of the respondents named a different brand in response to Q1. R2’s reply included two brands he loves, therefore both brands were taken into consideration in this interview. The answers are summarised in table 2

	Brand	Product category/categories	Age	Gender	Nationality
R1	Harley Davidson	motorcycles	59	male	German
R2	Ocean Rodeo	kitesurfing	24	male	German
R2	Norrøna	outdoor clothing	24	male	German
R3	Audi	cars	19	male	Swedish
R4	Star Wars	entertainment	24	male	Croatian
R5	& other stories	women's clothing, accessories, beauty	19	female	Swedish
R6	COSRX	skin care	20	female	Norwegian

Table 2 Categorization of included brands, product categories and respondents

For Q2, R3 said that the connection to his childhood (his dad drove an Audi) is what makes the brand so special to him. Other respondents mentioned a more social than time related perspective, referring to the lifestyle expressed by the brand. The exclusiveness of a brand was also mentioned as a factor that makes the brand special. Exclusiveness in this context was related to being part of exclusive groups and as owning something not everyone is able or wanting to afford.

Regarding Q3, all respondents had lots of positive experiences with their mentioned brands and they seemed very passionate about them. R1 owns two Harley Davidson motorcycles and said “[...], and both motorcycles are simply a dream.”, while R5 talked about having a personal connection to the brand through family members that worked with the brand. Besides, R6 expressed that the brand fulfils exactly her expectations: “It [the product] did what it was supposed to do and it was pleasant to use.” She also tried a product of COSRX that did not meet her expectations but she concluded that it was just not “the right fit” for her and nothing was wrong with the product itself.

Regarding the time perspective of the expressed brand love (Q4), we found shorter periods of time (about four years) and longer periods of time (about 40 years). This is also to a great extent influenced by the age of the participants. What is common though is that the respondents knew the brand before they began loving it which is illustrated by a quote of R5 who stated “Now I love the brand, in the beginning I liked it.” R1 has been loving Harley Davidson for about 40 years, but was only

recently able to afford such a motorcycle for himself.

In Q5, respondents were asked about their purchasing behaviour. All agreed on being consistent customers over the years of loving the brand. This also includes merchandise. Some respondents purchase products on a more regular basis than others, depending on the product category. For R3, the purchase of his first Audi signified a big investment. R1 stated that he collects things from Harley Davidson and gave the example of buying t-shirts when travelling as they are always branded with the dealer's name and location.

Q6 was aimed at describing the involvement with the brand with a focus on interactions in everyday life. Our respondents all interact with their brand by using the products of the brand. Some stated that they wear merch regularly and talk about the brand with friends. A significant amount of interaction takes place on social media platforms such as Instagram and Facebook. Apart from digital means of interaction, also physical means, such as motorcycle meetings and visiting the physical stores of the brand were mentioned. Harley Davidson even created a Harley Davidson owner group where only owners of a Harley motorcycle can become a member.

When being asked to describe the personality of the brand if it would be a person (Q7), all respondents named purely positive character traits. Harley Davidson was described as “cheerful, always in a good mood, visually very appealing”, R5 stated that the brand “would be a good friend”. The character traits mentioned also

relate to characteristics the respondents themselves would like to be associated with. R6 characterised the brand as reliable and even went as far as to say “It [the brand] represents a person that I want to be when I grow up.”

Building further on these associative aspects of brand relationships, the interviewees were asked about their emotions towards the brand (Q8). R1 referred to Harley Davidson as being the embodiment of the dream of freedom and adventure. For him “Harley motorcycles are simply a cult.”, expressing strong feelings towards said brand. R2 related this question more towards what he and the brand have in common: “They do outdoor clothing. So it’s really closely linked to my passion.” Other respondents were excited about the brand, knowing their tagline and what the brand stands for. Some agreed on being proud of the brand, knowing how it started and how it evolved. Trust and comfort were also mentioned. One interviewee referred to the brand as being self-fulfilling for him, which again is an expression of strong and deep emotions.

If there would be an equivalent, more affordable alternative to the products of the brand (Q9), four out of six respondents would still be purchasing from their loved brand. R1 replied that “[...] they [alternatives] do already exist today [...] [they] try to replicate the parts but will never match a Harley.” R6 stated that she identifies with the values of the brand and wants to support it. Therefore, she would not buy alternatives from a competitor even if those were more affordable. R2 was more reluctant about paying a price premium, saying that he would consider a cheaper alternative, but to date there is none. R5 also would consider switching, if the competitor’s products would match the quality, but she thinks she would not get the same “emotional satisfaction” from that purchase.

Regarding their willingness to recommend (Q10), all respondents gave a positive reply. Some have already recommended the brand

in the past or gifted products of the brand to friends and family members. Only R1 expressed a slight restriction to his willingness to recommend Harley Davidson to a friend by voicing that he would only do so, if he thinks that friend would be a fit and consequently satisfied with a Harley as a motorcycle.

Discussion

In the following, a link between the above mentioned findings and the existing theory will be established. Going beyond that, a definition for the concept of love brands will be provided as well as a conceptual framework.

The brands mentioned by the interviewees are very different from each other in terms of product categories, degree of functionality and emotional value attached to them. It depends on the person themselves and their lifestyle what is considered to be their love brand, indicating that subjectiveness is central to the concept of love brands.

Nevertheless, the community aspect should not be put in the background. Sharing one’s love brand with a group of people who feel a similar attachment to the same brand creates a sense of belonging. People within that group agree on the brand being their love brand. This was seen in the interview with R1 when he mentioned Harley Davidson events and having access to formal and informal groups of like-minded people. It goes without saying, that the love brand of person X can have no emotional value for person Y and the other way round. One person’s love brand is not everyone else’s love brand. A brand being a love brand for a significant amount of people does not mean that this holds true for an equal amount of people in a different country. Haribo serves as an example of a brand that is loved by many Germans. It is often associated with childhood memories and Thomas Gotschalk as the face of the brand. Meanwhile, Haribo does not create the same feeling among customers in other countries, e.g. Sweden. We conclude

community to be one element vital to the consumer concept love brand.

Love brands do not only build because of the brands themselves and the physical artefacts. The process is greatly influenced by the experiences created by brands and by using the products and services. Therefore, experiences constitute another element of love brands. Having positive and long-lasting memories of those experiences fosters the customer-brand relationship similar to how shared experiences deepen interpersonal relationships. Stating that his dad drove an Audi and the memories connected to that influenced his relationship towards the brand, ultimately turning Audi into his love brand, R3's response clearly relates to personal experiences and memories in connection to a specific brand.

Drawing on the responses of the interviewees, a love brand creates positive emotions and associations among its lovers. People loving a brand associate the brand with characteristics they would like themselves to be associated with. This indicates that the brand aligns with one's self-image and can become a part of the person's identity, influencing how he/she defines him-/herself, just as a partner in an interpersonal relationship influences how we define and see ourselves. The brand is seen as a person with a personality that aligns with one's own personality. Alignment with one's self-image and personality is considered another essential aspect of love brands.

Similar to interpersonal love and relationships, the connection and feelings build over time. People often go from liking a brand to loving it over the years. It is important to understand that loving a brand is not necessarily linked to personally owning products of the brand, as shown in the interview with R1. He has been loving Harley Davidson for about 30 years before he was finally able to afford such a motorcycle for himself. Brand history and brand heritage (Urde et al., 2007) positively influence the pictures consumers have in mind about a specific brand and thus have a

positive influence on brands becoming love brands in customer's minds. We referred to this insight as duration in the final framework.

There are indications that it is possible for one person to have more than one love brand, as observed with R2 who talked about two different brands in the interview. This goes along with what can be found in the context of interpersonal love. Love can be felt for different persons and is not limited to romantic relationships (Albert et al., 2008). For managers, it is important to build up passion around the brand to make customers fall in love. Creating exclusivity in how the customer experiences the relationship between him-/herself and the brand can speed up the process of growing love for the brand. Since feeling passionate about a brand is described as a driver in the process of a brand becoming a customer's love brand, passion is included as another vital element.

Uniqueness was identified as an antecedent of brand love in prior research (Rahman et al., 2012) and adds a further element to the concept of love brands. Since the interviewees often saw no equivalent alternative to the products of their loved brand, they were willing to pay higher prices for the products. Love brands go hand in hand with willingness to pay a price premium as well as with willingness to recommend. The interviewees stand up for their loved brands and become brand ambassadors within their community by talking about them with their peers and recommending products of the brand. This behavioural pattern is further caused by antecedents of brand love such as brand satisfaction, brand pleasure, and brand fit with the inner self (Rahman et al., 2012). Willingness to pay a price premium, willingness to recommend and becoming an unofficial brand ambassador constitute what we refer to as expressions of love in the later introduced conceptual framework.

From the interviews, we can conclude that loving a brand is not directly linked to repeated buying behaviour. Brand loyalty is

primarily of mental nature and nourished by regular interactions with the brand. It is more about the usage of the products, the touchpoints with the brand in everyday life than about how often and regular customers purchase the brand's products. This is especially true for high-involvement products that constitute a big investment for the customer as seen in the interview with R3. Thus, mental loyalty and interaction are considered to be elements of love brands.

To sum up, consumers show extremely high loyalty (Carrol & Ahuvia, 2006) towards their love brand, especially on the mental level, they are more forgiving in case of mistakes (Rahman et al., 2021), they trust the brand and see it as self-fulfilment. Additionally, brand lovers are proud of their designated love brand(s) and want to help the brand(s) grow. Brand trust constitutes the final element of love brands in our proposed framework.

Building on the definition of brand love from Carroll and Ahuvia (2006), we define love brand as a concept subjective to the individual customer who feels a deep, passionate, and emotional connection towards the brand which aligns with his/her own personality and integrates the brand into his/her own identity. The term love brand describes the brand from the customer's viewpoint, while brand love is

the feeling that describes the relationship between the customer and the brand. To make it even clearer, a love brand is where the brand love of a customer is directed to.

The following conceptual framework was developed to make the concept of love brands more tangible and to create a better understanding of the elements of love brands and how those are expressed by customers. The expression of love relates to favourable outcomes being a love brand in the minds of customers has on the business.

All elements have to be fulfilled in order for a brand to be a love brand. The stronger single elements are in the minds of individual customers, the more the brand is loved, e.g. the higher the passion for a specific brand is for a customer, the higher its love is for that brand.

Conclusion

In conclusion, our paper has discovered the complex nature of the consumer concept of love brands. We define love brands as a concept subjective to the individual customer who feels a deep, passionate, and emotional connection towards the brand, aligning with their own personality and integrating the brand into their own identity. In this context, a love brand is where the brand love of a customer is directed to.

Within our discussion, we have identified

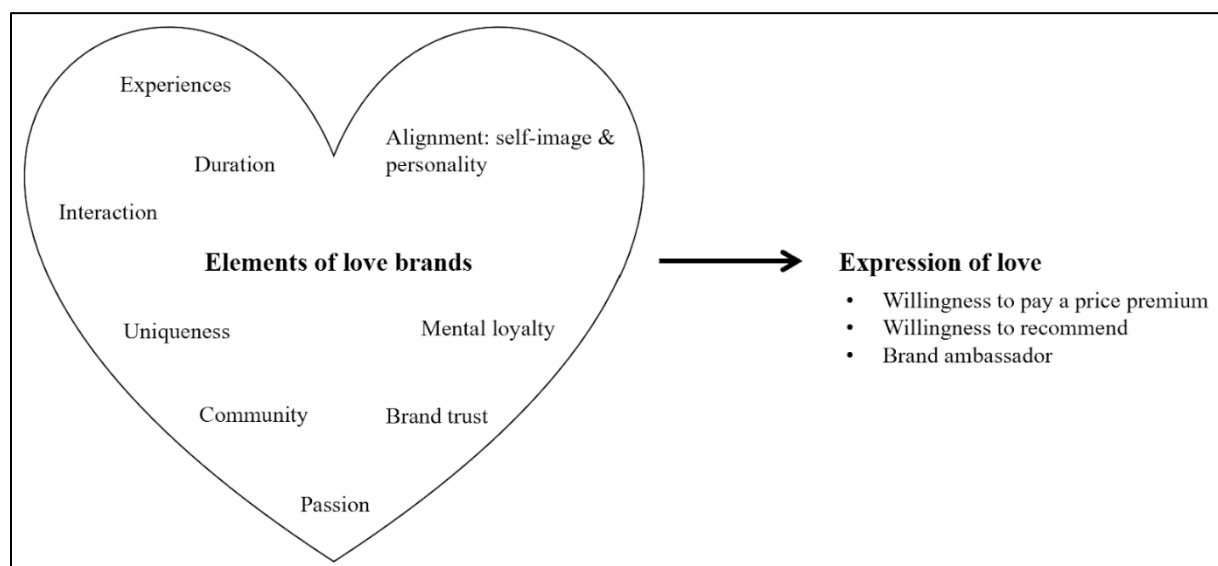


Figure 1 Conceptual framework comprising elements and expressions of love brands

nine core elements of love brands visualised in our conceptual framework (see figure 1). The elements encompass experiences, duration, interaction, uniqueness, community, passion, brand trust, mental loyalty, and alignment with the customer's self-image and personality. These elements come together to form the foundation of a love brand, creating a multi-dimensional and emotionally resonant relationship between the brand and the consumer. Complementing these elements, we also recognize the expressions of love brands, which include willingness to pay a premium, willingness to recommend, and acting as a brand ambassador. These expressions reflect the profound emotional connections customers have with their love brand.

In sum, love brands evoke strong loyalty, trust, and self-fulfilment in consumers. They inspire pride and a desire to see the brand flourish. Our framework serves as a comprehensive guide for businesses aiming to cultivate and nurture love brands, enriching the consumer concept of love brands and achieving positive outcomes.

Implications

This study has important implications for both theory and practice. It helps us to better understand the concept of love brands and gives businesses practical insights into how to build and manage them. This research bridges the gap between theory and practice, which can drive innovation in both academia and the business world.

Theoretical implications

For marketing academics, this research introduces and defines the concept of love brands. This paper represents a pioneering contribution to the field by presenting a new framework for understanding the elements of love brands. Furthermore, it clarifies the distinction between love brands and the more established concept of brand love. In doing so, this work bridges the existing gap between theoretical concepts and practical application, paving the way for a new area of study.

Practical implications

Businesses can use the insights from this study to develop better strategies for understanding the consumer concept of love brands. This understanding can be put into action through various means, such as creating distinctive and exclusive brand experiences that evoke positive emotional and psychological responses. These efforts are instrumental in forging stronger customer relationships. Another practical takeaway from this paper is the importance of cultivating a sense of community among customers. Achieving this involves developing strategies that foster a shared sense of belonging and identity. By building a community around their brand, businesses can fortify customer loyalty and advocacy.

It is essential to use the provided framework to adapt marketing strategies. The elements highlighted in this study offer valuable insights on how to build beloved brands. While not all elements can be neatly checked off a list, as they occur in the minds of consumers, some may require an investment in time and effort to build lasting relationships, like nurturing a community. Ultimately, these efforts are linked to positive outcomes, as they lead to tangible expressions of customer love.

Limitations and future research

While our research provides a great contribution to the research of customer-brand relationships, it is essential to acknowledge certain limitations. The constraint of time has influenced certain decisions, such as the selection of only six interviewees. While these interviews offer valuable insights, a broader sample size might provide a more comprehensive understanding of love brands across different contexts. The current work included corporate and product brands in the area of clothing, skincare, motorcycle, cars, kitesurfing, and entertainment. Further research is needed to establish its applicability to other brand categories.

While we have found certain behavioural love expressions towards love brands

(willingness to pay a price premium, willingness to recommend, brand ambassadorship), we did not validate the causal connection. This is an area where quantitative research is needed.

Future research can expand our work by using larger and more diverse datasets. There is potential for significant contributions in the realm of love brands. Some important areas for further exploration include creating a quantitative framework for defining and measuring the elements of love brands, as well as conducting larger qualitative studies to extend and validate our findings. Additionally, researchers can analyse real-world case studies to demonstrate how these concepts can be practically applied. Furthermore, future research can delve into identifying if there is a general applicability of our framework to all brands or if it is applicable to certain kinds of brands only (e.g. hedonic vs. functional brands). This evolving body of work will offer valuable insights to future academics and provide a deeper understanding of brand love within consumer behaviour.

Appendix

Appendix 1: Translated transcript of interview 1

I: Welcome to this interview, glad you're participating. Before we start a couple of things, so I'm going to ask you ten questions, the interview will last about 10 to 15 minutes depending on how long the answers turn out and how we conduct the whole conversation. There's generally no right or wrong answer to any question, it's about personal experience and yes, I'm going to ask you questions, but if you want to kind of elaborate more on some things, feel free to do that if anything comes to mind. The data will be used anonymously, the name will not come up. If at any point you want to cancel, we can cancel anytime. So the first question: is there a brand that you find really great, where you would even say that you love the brand?

R1: Of course there is such a brand, e.g. Harley Davidson for motorcycles.

I: And what makes Harley Davidson so special to you? Why do you think the brand is so great?

R1: It's the realization of the great dream of freedom and adventure, like in the movie Easy Rider.

I: So it's about things that you associate with the feeling towards the brand? That it stands for dreams?

R1: Right.

I: What kind of experience do you have personally with the Harley Davidson brand?

R1: I've been riding one Harley for nine years now, and a second modern Harley for two years, and both motorcycles are simply a dream.

I: And maybe not only the motorcycle now in particular, but also everything else that Harley has to offer: Events or any magazines, special stores, somehow experiences how you got in touch with it?

R1: Harley motorcycles are simply cult. There are motorcycle meetings every year on several weekends, for example at the Faker Lake in Austria, the largest meeting of all Harley riders in Europe. That lasts over a week, there are more than 10,000 Harleys there. Then there are many clothes from Harley, not only for motorcycling also for leisure, baseball caps and the like. You can always show that you are a Harley rider.

I: Very good. How long have you loved the brand? So not even necessarily since when you got your first Harley, but maybe before that how long you've been loving it?

R1: For about 40 years.

I: Okay, so already a longer period of time.

R1: Yeah, but I couldn't afford one until now.

I: Now maybe that's not quite appropriate for motorcycles, because it's more of a larger purchase, but also when you think about clothes, for example, like you said

before. How often or how regularly do you buy products from the brand?

R1: Two, three times a year, occasionally at the local dealer here, but especially when I'm somewhere abroad from a Harley dealer there, because that's branded with their name and their location every time.

I: Now even beyond that, if you think away from buying the product, how often do you interact with the brand, so also in daily life, be it through any blogs, social media, that you see content from them?

R1: There's a Harley Davidson Owner Group specifically for that, where you can only become a member if you have a Harley Davidson. Others don't have access there. Then there are various Facebook groups, whether it's about used parts, whether tuning or that you meet somewhere informal for a joint ride.

I: Well, then the next question is a little more abstract: If Harley Davidson, the brand was a person, how would you describe the personality of it?

R1: Always cheerful, always in a good mood and visually very appealing.

I: Then continuing on the he abstract level, what emotions or feelings do you have towards the brand?

R1: Freedom, adventure, stress relief.

I: If we now assume that there was an equivalent, cheaper alternative to Harley Davidson, would you still be willing to buy Harley Davidson even though it's more expensive?

R1: Yes, they already exist today, all the Japanese motorcycles, Yamaha, Kawasaki, Honda and what they're all called, try to replicate the parts but will never match a Harley.

I: Okay then we'll get to the last question of the interview before then two, three other questions. Would you recommend the brand to a friend who is thinking about buying a motorcycle, a product from this category?

R1: Of course yes, if I think the friend would be a good fit for a Harley. I have some friends who ride motorcycles, but they don't fit Harley. But I have a friend who already rides a Harley.

I: Okay great. Then I would need your age

R1: 59

I: the gender

R1: male

I: and the country of origin

R1: Germany

I: Great, thank you very much for the interview!

Appendix 2: Transcript of interview 2

I: OK. So thank you very much for participating in this interview. Before we start, just a few things. The interview will take approximately 10 minutes. There are no right or wrong answers to our questions. It's all about your personal experience. The data will be used anonymously, so your name won't be in the paper at all. I will ask you questions, but feel free to elaborate more when something comes to your mind that you want to tell us. So our first question is, do you have a brand in mind that you really love that you're really passionate about?

R2: Yes, I've got two brands that I'm really in love with. I don't know if we should speak about both or if we just should speak about one of those.

I: Is it like that you love one more than the other, or are they both similar?

R2: Hm, both similar.

I: OK, then we can also speak about both. So what are those brands?

R2: Well, the one brand is called Ocean Rodeo. It's a kite surfing brand. And the second one is called Norrona. That's a clothing brand from Norway.

I: OK. And what makes those brands so special to you? Why do you love them?

R2: Well, the kite surfing brand, what makes it special is that I'm working for the brand myself, so I've got a personal connection to the brand and another benefits of this brand is that they're very innovative. And also an exclusive brand. So yeah, those are the main features about Ocean Rodeo as a brand. Norrona is a brand that I like. They do outdoor clothing. So it's really closely linked to my passion. They do high quality and yeah, just good performance, good quality of clothing in general.

I: OK, so you already mentioned that you are working with one of the brands. What is like in general your experience with one of the brands or with both of the brands, how do you relate to them?

R2: Yeah, with Ocean Rodeo, I'm working for the brand, so I'm employed with the brand. And so there's a professional relationship going on. With the Norrona, there's no relationship whatsoever. I'm just a basic customer. So yeah, I don't get any discounts whatsoever. With Ocean Rodeo I get purchasing price.

I: OK. And how long have you been loving this brand? Like, not only when was the first time you maybe bought a product of this brand, but how long have you been admiring what they are doing?

R2: With Ocean Rodeo, it started three to four years ago, so it should be 2019-2020 approximately. And for Norrona, it's nearly the same. I would also say 2009 to 2020, so three to four years ago.

I: OK. And how often or how regularly do you buy products of the brands?

R2: Well, for Ocean Rodeo it's every half a year approximately. And for Norrona, it's maybe every year to every year and a half.

I: OK. And apart from purchasing products of the brand, how do you interact with the brand like in your everyday life for example?

R2: Yeah, with Ocean Rodeo as I'm working for the brand and I'm also in charge of sales. That really means that I'm really on a daily basis in contact with the brand and

on average I think I spend one to two hours per day really with the brand. And with Norrona, it's nearly no interaction at all. In my daily life.

I: Also like, not when you're thinking about social media, for example, or reading blogs. Something like that?

R2: Yeah, with Ocean Rodeo, I'm fully involved. I know all the post, every review of the brand, everything I'm really aware of, but with Norrona I've got absolutely no connection. I don't really read, I'm not like, subscribed to the newsletter. I don't follow them on Instagram. I'm really not attached at all.

I: OK, that's interesting. Now we go to a more abstract level kind of. If the brand would be a person, how would you describe the personality of the brand?

R2: Let's start with Ocean Rodeo. Ocean Rodeo I would say it's active, extrovert, sporty, global, entrepreneurial kind of. And if we speak about Norrona, it's more introvert, nature loving, outdoor. Outdoor is more like a camping loving the nature personality, yeah.

I: OK. So generally speaking, are those personality traits that you would like to yourself be associated with?

R2: Yes.

I: OK. And also going a little bit deeper like how or what are your emotions towards the brand?

R2: Well, that's a difficult one because as I'm working for Ocean Rodeo as the brand, my feelings are mixed because I see quite a lot of what's happening in the background and with every company in the background, they're always like positive things and negative things. So with Ocean Rodeo I'm really mixed. But that's more due to the you know working insights within the brand. With Norrona, it's just 100% positive emotions.

I: OK. And would you still buy from the brands if there would be an equivalent, more affordable alternative?

R2: No, I don't think so. But there's nothing that's comparable to those brands right now.

I: OK. But if there would be, then you would also consider buying an alternative from another brand.

R2: Yeah.

I: And now we're actually at the last question, would you recommend those brands to a friend if he or she wants to buy a product from this product category that the brand is offering?

R2: 100%.

I: Perfect. So now I just need your age, your gender, and your country. Like country of origin.

R2: 24, male, German.

I: Perfect. Thank you very much.

R2: You're welcome.

Appendix 3: Translated transcript of interview 3

I: Before we begin, I will tell you the premises. The interview will take a few minutes. There are no right or wrong answers. You should only answer based on your own personal experience. All data that you will be given will be confidential, which means that we will not mention you by name in the report. The only thing we will mention is age, gender and which country you live in. You are welcome to talk about other things that come to your mind when I ask the questions. Do you have any questions before I begin?

R3: No, it is fine.

I: Do you have a brand in mind that you really love?

R3: I like the Audi brand.

I: What makes this brand so special to you?

R3: Audi was the first really cool car that my dad had, and that's when I got hooked on the brand. The brand's cars have always been associated with quality and modernity in my family.

I: What are your experiences with the brand?

R3: I've had experiences with Audi cars since my dad's cars when I was young. It's been a good experience overall. I've always seen Audi as a symbol of quality and style.

I: How long have you been loving this brand?

R3: I've been fond of the brand for quite some time, probably since I was very young. It's been a part of my life for as long as I can remember.

I: How often/regularly do you buy products of this brand?

R3: I don't buy Audi products frequently; I've bought an Audi once. But that one purchase made me a long-time fan.

I: How do you interact with the brand? How often do you interact with it in everyday life?

R3: I interact with the brand almost daily because I drive an Audi. It's more about the functionality for me. I rely on my Audi for daily transportation, and it hasn't disappointed.

I: If the brand would be a person, how would you describe its personality?

R3: It's hard to describe the personality of Audi as a person, but it would be someone who values technology and quality, with a touch of prestige. Audi represents a blend of modernity and sophistication, which I appreciate.

I: What are your emotions towards the brand?

R3: I have positive feelings towards Audi, and it's more about the functionality and modernity they offer. It's a smart choice for me, and it gives me a sense of trust and reliability.

I: Would you still buy from the brand if there would be an equivalent, more affordable alternative?

R3: Yes, I would still choose Audi because of the functional benefits and the modern technology they offer. Even if there were

more affordable alternatives, I value the combination of technology, quality, and prestige that Audi provides.

I: Would you recommend this brand to a friend if he/she wants to buy a product from this category?

R3: Yes, I would recommend Audi to a friend who's looking for a functional and modern car. It's a great choice for everyday use, and I believe they would appreciate the quality and style that Audi offers.

I: Can you tell me more about the specific Audi model you own, and what you like most about it?

R3: I own an Audi A4. What I like most about it is the combination of performance and practicality. It's a comfortable and stylish car to drive, but it also offers a great driving experience with the right balance of power and fuel efficiency.

I: In what ways do you incorporate Audi into your daily life beyond just driving the car?

R3: Well, apart from driving my Audi, I use Audi-branded merchandise like caps and sometimes even clothing. It's a way of showing my appreciation for the brand.

I: You mentioned valuing technology in Audi's personality. Can you give me an example of a technological feature you appreciate in your Audi?

R3: One feature I really appreciate is the Audi Virtual Cockpit. It's a digital instrument cluster that offers a customizable display, providing me with important information while driving. It's both futuristic and functional.

I: You seem very dedicated to the brand. Are there any specific Audi events or communities you're a part of, or do you engage with the brand in any other unique ways?

R3: I haven't participated in specific Audi events or communities, but I do keep up with Audi news and new model releases. It's a way to stay connected and see what innovations they're introducing.

I: If Audi suddenly made a significant change in its brand image or offerings, how would that affect your loyalty to the brand?

R3: It would depend on the nature of the change. If they maintained their focus on quality and innovation, I'd likely remain loyal. But if they strayed too far from what I appreciate about the brand, I might reconsider my loyalty.

Appendix 4: Translated transcript of interview 4

I: Before we begin, I will tell you the premises. The interview will take a few minutes. There are no right or wrong answers. You should only answer based on your own personal experience. All data that you will be given will be confidential, which means that we will not mention you by name in the report. The only thing we will mention is age, gender and which country you live in. You are welcome to talk about other things that come to your mind when I ask the questions. Do you have any questions before I begin?

R4: OK. No, we can start.

I: Do you have a brand in mind that you really love?

R4: Star Wars.

I: What makes this brand so special to you?

R4: Very interesting writing. Interesting and exciting stories within that universe. Star Wars has a unique and captivating narrative that has kept me hooked for years.

I: What are your experiences with the brand?

R4: My experiences with Star Wars include watching the movies and series, and collecting toys related to the franchise. I've been a fan for approximately 6 years now.

I: How long have you been loving this brand?

R4: I first heard about Star Wars when I was about 7 years old, but I started truly getting into it when I was 19. It took me some time to fully appreciate the depth of the universe.

I: How often/regularly do you buy products of this brand?

R4: While I don't purchase Star Wars products regularly, I do make sure to watch the new movies when they come out. I also occasionally go to the cinema to see them on the big screen.

I: How do you interact with the brand? How often do you interact with it in everyday life?

R4: Nowadays, I primarily interact with Star Wars through watching the series and movies. I enjoy discussing it with my friends, especially after we've seen an episode or film. We delve into specific aspects of the Star Wars universe, like the significance of different lightsaber colors and the lore behind certain characters.

I: If the brand would be a person, how would you describe its personality?

R4: If Star Wars were a person, I would describe it as an old grandfather figure with many stories to tell. It's like a film enthusiast who has been around for a long time and has a deep well of knowledge and experiences to share.

I: What are your emotions towards the brand?

R4: I have strong positive emotions towards Star Wars. It's exciting, interesting, cool, and filled with action. It's not just a brand; it's a source of inspiration and enjoyment for me.

I: Would you still buy from the brand if there would be an equivalent, more affordable alternative?

R4: I probably wouldn't switch to a more affordable alternative. Star Wars means more to me than just the products; it's about the entire experience and the emotional connection I have with it.

I: Would you recommend this brand to a friend if he/she wants to buy a product from this category?

R4: Absolutely, I would wholeheartedly recommend Star Wars to a friend looking

for a product in this category. It's a fantastic universe to explore, and I think they would enjoy it just as much as I do.

Appendix 5: Transcript of interview 5

I: Thank you for doing the interview with me. Before we start, just a couple of things. It will take around 10 to 15 minutes. There are no right or wrong answers. So it's all about your experience and your knowledge and you don't need any prior knowledge to this. The data that we are gathering is for our project, so it will be used anonymous. No one will know your name and I will just ask a couple of questions. But feel free to elaborate how much you want, and then we will just go on to the next question.

R5: Sounds good.

I: Perfect. So, do you have a brand in mind that you really love?

R5: Yeah, a clothing brand called & other stories.

I: Okay, what makes this brand so special to you?

R5: Well, first of all, I like the products, I like the clothes, I like the quality of them. I like the style, but also like more of the brand itself, like the stores. I like how they are designed. I like the interior designs of the stores. The campaigns. I like how they market or the concepts they do. They are very aesthetically pleasing, I feel like. I would want my apartment to be decorated as one of their stores. And then I also like the lifestyle. I feel like that they have the type of person who wears their clothes, like that lifestyle that they market to, I really like. And I did an internship at their office in Stockholm and the whole office was also this certain lifestyle and open and the office was decorated as a store. And just the whole image of that, like the lifestyle and the products and all of that I appreciate.

I: That also goes into our third question. What are your experiences with the brand? You already said you have some experiences, like you worked there?

R5: Yeah. And then, I've shopped there of course. I have been in a few different stores in different locations. They vary a little bit, but they still have the same vibe. So yeah, then I have worked a little bit there and my aunt worked there for a long time. So I have like some inside part, I feel like. That might be another factor because I feel like I have a little bit of personal connections with the brand because she worked there, and I have done an internship.

I: If you think back, how long have you been loving this brand?

R5: It was back in, I think 2012, 2013 when they started, because she has worked with them from the beginning. So I've known them since they started up. Yeah, that's also a cool thing because I feel like I've seen it kind of grow because at first it was in Sweden, and now it's all over the world. I think that's really cool. I feel like I've seen their progress. It has been kind of cool to see the evolution of it and see how it has been become quite popular.

I: OK. And so we go on to the next question. How often or regularly do you buy products of the brand?

R5: Yeah, not very often since I don't like to buy clothes that often. And that's another aspect why I like the brand because I feel like they are a little bit more environmentally friendly. Yes, I don't know if they are, but they have this thing if you turn in an old container from their beauty line or if you turn in an old piece of clothing, you get 10 % off, because then they can recycle it. So they promote recycling and reusing. And I think they're good quality, but like a sweater might cost say 99 euros. Yeah, it's not something I buy every time, I buy it maybe twice a year. But I might be on their website quite a lot. Like, look at the things but I don't buy them that often because they are a little bit pricier and also personally, I don't like to buy clothes that often.

I: Okay. How do you interact with the brand? So how often and how do you interact in everyday life with it?

R5: Yeah, I wear their clothes. I have a tote bag that I used for all of the last school year. I used it as my school bag. And then I'm on their website. I get ads on Instagram and I click on the ads so I get more ads. I mean, I click on ads because I want to see what they show, then eventually like that and that leads to getting more. Um, the physical stores. I think they have four in Sweden. I like to go in there. I like to browse and look in the stores. I used to get more opportunity when I lived in Gothenburg. It was one really close to my school, so I used to go there after school and look at the different clothes and the jewelry and just the mannequins. I don't get that opportunity as much now when I don't live close or go to school close to a store. So now it's more online interaction.

I: Okay. Then we move on to the next question. If the brand would be a person and would have a personality. How would you describe its personality?

R5: I see women in their late 20s, living in the city. I see like Paris or Stockholm or Copenhagen. I would just describe her as cool. She's responsible. She has an office job. But she likes to have also fun. She likes to go to hang out with her friends. She likes to travel. She likes to be in the sun, to go on some trips. She has a little bit of a luxury lifestyle, but she isn't very flashy. She is always very fresh. I feel like always smells good and hygienic, like clean. I also feel like her hair is always perfect. Yeah, like put together. But still doesn't take it too seriously.

I: How would you relate to that person. Is that someone you would like to be or you would like to have as friend?

R5: I feel both and I also feel like that's why I like the brand because it represents a person that I kind of want to be when I grow up and when I have got my law degree. I would like to be this person working in this office, have this professional style but still a little bit funny, a little bit cool with some personality. Not like everyone else but sticks out a little bit.

I: And if you think about your emotions towards the brand. How would you describe that?

R5: I feel very happy with the brand when I see other people having their bags. I also get a little bit proud because I feel like I've seen them from the beginning when they were quite small. Now they have grown. I don't have a connection with the brand actually, but I still feel like a little bit proud when I see people in the streets with their bag. Because they have grown so much.

I: Okay, we're coming towards the end. Would you still buy from the brand if there would be an equivalent, more affordable alternative?

R5: Yeah, that's a good question. It depends, I would say. Maybe if it was like socks. If it was some really basic thing that I know I would get and it got used, maybe I would buy a different brand. Since I am still a student, I still see the economical side of it, so if it will be cheaper and still the same quality maybe I would buy it. I don't think I would get the same satisfaction of buying it. It wouldn't be the same, I feel like it's an experience when I go there and buy stuff. I don't think it would give the same emotional satisfaction.

I: And last question, would you recommend the brand to a friend if he or she wants to buy a product like clothing.

R5: Yes, I will. Absolutely. I have done that with many people and with many of my friends, I take them there. I have also gifted some pieces of their clothing to my friends. It was when my aunt could get it cheap. And then I was like, oh, yeah, this isn't really my style. But then I would give that to my friends, and they would start loving it and then they would also start loving the brand. So my best friend, I gave her some pieces and now she also shops there. So yeah, I would definitely.

I: Perfect. Then that's it with all my questions. Could you just say your age and where you're from?

R5: I'm 19 years old and I'm from Gothenburg, Sweden.

I: OK, perfect. Thank you.

Appendix 6: Transcript of interview 6

I: Okay, before we start, just a couple of things. The interview will take 10 to 15 minutes. There are no right or wrong answers, so it's all about your experience. You don't need any prior knowledge and your data will be used anonymously. It's for the purpose of our project and I will ask you a couple of questions. Feel free to elaborate as much as you want and if you feel like you've said it all, we will move on to the next question.

R6: Okay.

I: Do you have a brand in mind that you really love?

R6: Yeah, that's COSRX.

I: And can you tell me a little bit about the brand? What do they do?

R6: They create skin care. It's a small Korean brand. Well, it's not small anymore. They create just very solid products that are slightly basic, but not too basic so they don't work. So they kind of have that right in between and that also creates a price range that's good.

I: And what makes that brand so special to you?

R6: I think just what I said about making the products as simple as they can be for them to still be good, great products and then that also kind of reflects in the branding and the packaging as well. It's very simple. They don't make promises of "fixing your skin forever", but it says on the packaging the name, like what the product is, and what it's intended to do. Yeah, like I said, it's like very solid ingredients and after using different things from them, I kind of have built up like a trust that I know that if they make a product, then that is a good version of that type of product. And if it works for me, then it works, if it doesn't, it's not the brand. It's not a bad product, it's just that it doesn't fit me.

I: And can you tell me a little bit more about what are your experiences with the brand?

R6: It started when I first bought it. I imported it from Korea because it wasn't sold anywhere else. Under COVID, I didn't follow in school, so I got hungry in learning stuff. So I went very nerdy into skin care. And then that was one of the brands that people were like "This is a hidden gem. You don't know about this one? This is a good one." And then I tried it out and just like they said, it was like a very good experience with it. Because the specific product I bought did work. I think it was a serum and it just did what it was supposed to do, and it was pleasant to use. It was a very solid experience and then I bought some pimple patches and another cream from there. And that also just worked. And I've also had something from them that didn't work, but it didn't mess up my skin or anything. And that's why I'm thinking it wasn't the right fit, not the product was wrong. And I mean that also might just be my loyalty to it, but yeah.

I: Okay, so you said you started loving this brand or knowing this brand in...?

R6: 2020, 2021, yeah.

I: And since then, how often do you buy products of the brand?

R6: I would say twice a year, because they last for a while. I use them as supplementary stuff, so not basic like just face cream. I don't necessarily buy often from them because it just recently got like to Norway a few months ago. So I haven't been able to bring in those things, but a special serum or a face mask, things like that I would buy from them to treat myself in a way. Also because I'm a bit conscious about trying not to order that many things from very far away. So when it got in the stores, I could, with better consciousness, buy more of it.

I: So the next question, how do you interact with the brand in everyday life?

R6: I mean it's skin care, so like every day, every other day, based on which products I'm using. Some of them not every day, but yeah.

I: If you think COSRX would be a person, how would you describe its personality?

R6: A very clean person who's on top of their stuff, but also not boring. Excited to try new things. Adventurous but not stupid, like it still has their logical thinking. And then very self-assured, a confident person.

I: And how do you relate to that personality?

R6: I don't know. I feel like it, it would be a good friend.

I: Okay, and what are your emotions towards the brand?

R6: Very trusting. Very, very trusting and a comfort as well.

I: And would you still buy from your brand, if there would be an equivalent brand that is more affordable?

R6: I think I would automatically just go to mine because I would be skeptical, maybe like "Okay, but I know this works and I don't know if this one does". Maybe if the whole brand idea had the same kind of ideas COSRX have because they have like work ethics. The way they develop their products, I really like it. I would want to support that as well and support the brand through that. So if it was another brand that just makes some similar products I don't think I would buy from there just because it's cheaper.

I: Okay, so we're actually already on the last question. Would you recommend this brand to a friend if he or she wants to buy a skin care product?

R6: Yeah, definitely. It will probably be one of the first ones to bring up, if they're looking for something for the effect of the product. Because the experience is nice, but it's not luxurious, packaging is very minimal and no scent except for when it comes naturally from the product. So I definitely would and I have. Both of my sisters use it now. My little sister saw it, and then she just wanted to buy the thing I had.

I: Thank you for the interview. Last thing, could you state your age and the country where you're from?

R6: Yeah, I'm 20 and I'm from Norway.

I: Okay, perfect. Thank you.

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