INVESTIGATING THE RELATIONSHIP BETWEEN BRAND LOVE AND ELECTRONIC WORD-OF-MOUTH THROUGH BRAND RESONANCE FROM THE LUXURY FASHION SECTOR IN EGYPT

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Abstract - Marketing literature has shown a great interest in studying the emotional relationships between consumers and brands [47]. Customer satisfaction was the main goal for marketers and practitioners for a long time [17]. Research has shown that customer satisfaction alone isn't enough to maintain a long emotional relationship with brands [18]. Now, marketing managers strive to establish deep relationships between consumers and their brands [34]. Thus, customer satisfaction is not the only effective factor in the competitive climate, so managers should develop smart tactics to achieve customer retention to succeed in the sector [23] [60]. Therefore, building a strong brand-customer relationship is a primary goal for academics and practitioners. In this regard, our study investigates the brief discussion on brand love, brand resonance, and eWOM in the luxury fashion industry.

Keywords - Brand Love, Brand Resonance, Electronic Word of Mouth.

I. INTRODUCTION

The fashion apparel industry has received a lot of attention about consumer behaviour from academics and practitioners [62]. Luxury brands with a strong brand image and value in the consumers' minds can spur customers on positive word of mouth and brand loyalty. Moreover, it increases the consumer's willingness to pay premium prices for products that exhibit perceived excellence behaviour [7]. Furthermore, what makes luxury brands more desirable and valuable is that they can improve one's self-image by making customers feel unique, important, and part of a special and niche community [63]. Luxury brands are defined as “high quality, expensive, and nonessential products and services that appear to be rare, exclusive, prestigious, and authentic” [61]. Throughout history, luxury has significant influencing customers' behaviours and desires regardless of their social standing [31].

A brand is a distinct feature, indicated by a name or symbol that distinguishes a service or a product from one company to another [59]. A brand constitutes the identity of products and services that are the distinguishing factor from the rest of others in the competitive environment [65]. [1] Defined brand concept as ” a name, term, design, symbol or any other feature that identifies one seller’s goods or service as distinct from those of other sellers", Since the idea of brands as a strategic asset emerged in the 1980s [2], a growing number of organizations have realized that a brand is one of the most important intangible assets [21] [30]. The value of a brand that is added to a product makes it more appealing and desirable to consumers [24]. Building a robust brand allows businesses to provide a consistent experience for their customers [15]. Brand love concept is comparatively new in the marketing environment that has been demonstrated leads to significant benefits for marketing managers [41]. Brand love is a necessary element of brand research [10].

II. LITERATURE REVIEW

2.1. Brand Love

We hear the term "love" a lot in our life. Recently, "love" has been used to characterize deep relationships people have with brands, as well as emotions [28]. Brand love is becoming a focal concept in contemporary marketing theories and practices [53] [16] [13] [56] [58] [44]. At present, brand love is a substantial interesting topic and a primary goal of marketers [13] [6]. Some research states that brand love is "universal" and that marketing managers must think more about "love" as a concept not within a particular product category but through the entire brands' world [16]. Brand love is a comparatively new notion in marketing literature that describes the closeness and connectedness between consumers and brands [41]. Brand love research has gained prominence over the last two decades [3], owing to the numerous positive outcomes associated with this concept such as positive word-of-mouth, brand loyalty, and the desire to pay premium prices [41]. Consumer's love toward a brand is a preferred or positive value that consumers provide brands they trust, which has major importance in the field of marketing and positively leads to various post-purchase behaviours [42].

2.1. Brand Resonance

In the literature of brand management, there is a connection paradigm known as the customer-brand relationship [46]. Numerous notions have been studied as antecedents and outcomes of brand-

customer relationships [51]. Brand engagement, brand attachment, and brand love were examined as the findings of a brand-customer relationship with conceptual and empirical implications [50] [9] [14]. Brand resonance defines as " the nature of the relationship that customers have with the brand and the extent to which they feel that they are “in synch” with the brands” [33] [32]. The concept of brand resonance has been suggested that distinguish the relationship between a brand and its customers [51], and considers it vital to understanding communications between consumers and their brands [37]. Brand resonance concentrates on the maximum level of identification of the relationship and how well consumers feel engaged and committed to a brand [25]. Moreover, brand resonance is distinguished by its severity and loyalty levels, which contribute to consumers' activity such as willingness to know more about a brand, increase repurchase rate, and be attached to consumers who buy the same brand [25]. As a result, brand resonance is very essential in brand-customer relationships, so businesses should give significance to this notion and carefully develop their strategy [38].

2.3. Electronic word of mouth

Recently, the rapid shift to virtual communities has emerged as a new form of word-of-mouth which is electronic word-of-mouth (eWOM) defined as the interchange of consumers' assessment of a product or service among others on social networking sites [64]. Electronic word-of-mouth represents the most effective online way among communities [8]. Because of this shift from temporal and spatial restrictions, eWOM spread internationally and rapidly [26]. Electronic word of mouth (eWOM) disseminates on the diversity of digital platforms like websites, social networking sites, and other online communities, and also consumers use it to get information about products they want to purchase [55] [12], which represents a vital impact in enhancing brand recognition and fostering strong brand interactions [26]. Electronic word-of-mouth (eWOM) enables marketers to improve customer relationships, build powerful connections and encourage customers to favour their brands. Electronic word of mouth (eWOM) creates conspicuous changes in the consumer's knowledge, behaviors, and attitudes [26].

III. HYPOTHESES AND RESEARCH MODEL

Based on the previous studies, the researcher suggests the following hypotheses:

H1: Brand love has a significant positive effect on brand resonance.
H2: Brand resonance has a significant positive effect on eWOM.
H3: Brand love has a positive significant effect on eWOM.
H4: Brand resonance mediates the effect of brand love and eWOM.

The conceptual framework has been developed as illustrated in Figure 1. By using this framework, the researcher investigates the effect of brand love and brand resonance on eWOM.

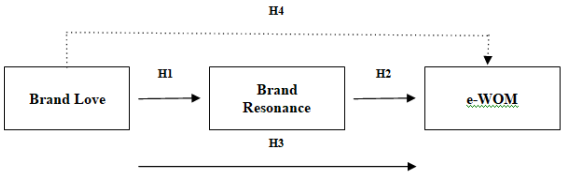


Fig.1. Conceptual Model

IV. SIGNIFICANCE OF THE RESEARCH

The significance of the study on both the academic and practical aspects are explained as follows:

4.1. The Academic Significance

The academic significance of this research stems from embracing a set of variables that are relatively new in the literature of brand-customer relationships such as brand love, brand resonance, and electronic word-of-mouth. Therefore, this study represents an attempt by the researcher to identify the role of these variables in increasing eWOM and the mediating role of brand resonance to supplement the academic effort in this regard as represented by this study.

Our study comes in according to [36] study that indicated when consumers fall in love with a brand, it will lead to a higher brand resonance. Further, [54] study clarified that when consumers love a brand they usually purchase more and recommend it to others. Also, different studies have indicated that brand love has a significant positive effect on electronic word of mouth [39] [40] [29] [6], and there has not any study investigated the study variables in the luxury fashion wear industry.

4.2 The Practical Significance

Luxury brands have been identified as one of the fastest-growing industries around the world in recent years [57]. Due to the increasing demand of luxury products, fashion brands are playing an important role in influencing consumers' lifestyles [43]. Furthermore, luxury fashion brands are not desired by adults only but also by youth consumers [57]. Based on the Luxury Goods World Market Study report cited by [19], consumers who were born between the 1980s and the 2000s, are expected to account for 55% of the global luxury products market by 2025. Consumers are becoming more aware of luxury products trends which represent the extension of a self-image that they wish to enhance through

consistent purchasing. [28]. Egypt is becoming an attractive market for international luxury brands, as the last few years have seen consistent growth in such industries, with even more predictions of future growth [22].

Over the last two decades, the luxury industry has attracted a great deal of attention from both managers and scholars, the former motivated by the industry's high margins whereas the latter by the social and emotional strategies that support luxury buying behavior [5]. Recently, the luxury products brands market is growing invariably [35].One of the substantial portions of the luxury industry is luxury fashion brands which are recognized as the pinnacle of the luxury industry [45]. Fashion brands are considered to have specific meanings compared to other products because of their ability to articulate the wearer's identity [4]. Consumption behaviors are described as the willingness to own specific brands in order to gain a sense of identity and self [43]. Brands are known to improve the emotional outcomes for customers significantly [4]. Precisely, fashion brands are acknowledged to impact the lifestyle of consumers [43]. Furthermore, consumers are becoming more conscious and willing to go through with recent updates and new trends in fashion [4].Thus, creating a successful relationship between luxury brands and consumers is a worthy goal in brand management [35].

The transition to the online world provides various opportunities and challenges for the industry of luxury fashion brands. This transition has also changed how luxury fashion brands interact with their customers [22]. Social networking is a competitive marketing tactic for businesses to establish brand love, image, and value and increase brand awareness, particularly in the fashion apparel industry which represents the most vibrant and profitable sector worldwide [60]. It is worth approximately three trillion dollars and accounts for approximately 2% of the world's total domestic product, with the fashion apparel industry accounting for up to 39% of gross sales, which is a large part of this industry, showing great potential for growth in the future [60]. Nowadays, social media platforms are becoming the fastest-developing and a most substantial way for connecting with others and staying up to date on the latest fashion trends [52]. The advent of social media has dramatically changed the way of connecting with customers. The fashion apparel industry is not an exception to this new development [11]. The Egyptian market's enormous potential necessitates more thought in order to gain a better understanding of Egyptian fashion apparel consumers [49]. Despite the huge changes in the Egyptian market and the continuous changes in the lifestyle as a result of the global consumer culture, research into the antecedents of luxury fashion apparel involvement in Egypt is limited [62].

V. CONCLUSION

The present study aims to investigate a novel approach of understanding the brand love role in increasing positive word of mouth through brand resonance in the luxury fashion wear industry. The concept of brand love, brand resonance, and eWOM has never been studied in market research in Egypt.

Despite the importance of the results reached by foreign research in this industry, these results may not be consistent with the reality of application in the Arab environment in general, and the Egyptian environment in particular, which reflects the importance of examining the relationship between e-WOM, brand love and brand resonance in application in the Egyptian local environment.

LIMITATIONS AND FUTURE RESEARCH

This study has some limitations. First, since the data were collected only from specific cities in Egypt, there are limitations in generalizing the study results; as each country has a different acceptance level and culture, it may not be appropriate to apply the results of this study to other countries. Second, because online surveys can cause selection bias, future studies should use other types of data collection methods, such as face-to-face surveys with customers, to reduce bias and increase response rates. Third, this study applies on specific luxury fashion wear brands only, and future research may examine other brands or different industries.

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