



## Investigating the Relationship between Brand and consumer behavior

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Article	Abstract
<p>Article history: Received: 7<sup>th</sup> June 2021 Received in revised form: 15<sup>th</sup> June 2021 Accepted: 18<sup>th</sup> June 2021</p> <p>Keywords: Competitive Market, Consumer Behavior, Brand Commitment, Brand Love, Brand Loyalty</p>	<p>The increasing intensity of competition among business organizations has led them to always look for entry, survival and market leadership. Therefore, the field of Brand is one of the tools to gain the competitive advantage of organizations it is considered commercial. This study aimed to identify the most critical factors affecting the brand formation and its impact on consumer behavior. In this research, using the library and documentary method and with Benefiting from the study conducted in this field, ten factors (commitment, satisfaction, trust, Love, advertising Verbal, loyalty, eigenvalue, gender and reputation (affecting the formation of brand recognition and the relationship between them and Consumer behavior was examined. This study showed that all ten factors Affecting brand formation, directly and indirectly, affect consumer behavior and these factors. If a brand wants to take a position To be suitable in the current competitive market, it is essential to pay attention to all these factors together. It is also necessary to create satisfaction in customers. Therefore, according to the results of this study, it is recommended to managers and leaders in this field; Relationship Create closeness between customers and their Brand to create satisfaction for existing customers in attracting new customers are also thriving.</p>

### Introduction

Expanding globalization and moving towards a world with behavioral and cultural similarities, many revolutions in behavior Economic, market competition and marketing management practices. Simultaneously with the development of information technology, new social communication methods and advertising marketing are not hidden from anyone [1]. Through this, large companies, World-renowned manufacturers, with well-known brands, make the most of the new world By expanding their target markets around the world and making huge profits. Expansion of the accessories and consequences of these processes The concept of well-being is in the shadow of mass consumption, with specific brands worldwide. Brands are an essential component for consumers. They are goods and services that add to their usefulness and value. Therefore, marketers' most obvious professional skills are their ability and capability Creating, maintaining, caring for, and promoting a brand. Today, companies make considerable investments to support a brand or create a name They can [2]. Today, the symbolic meanings of brands are significant for two different reasons. First, manufacturers have found that consumers will

face problems every day distinguishing between products because Products across the market are very similar in terms of features and quality. Second, consumers find themselves in a situation of They find markets where almost every product is available globally in the mass markets.

On the other hand, because of Unique differences, consumers are significantly inclined to make purchasing decisions based on revealed aspects. They have their thoughts and feelings about the Brand. Therefore, researchers understand the importance of the Brand and use it to measure performance. Companies have used it to identify key factors that may positively affect brand-behavior relationships. Consumers are trying [3].

### **Research issue**

Brands are among the most valuable marketing assets. At the core of marketing activities such as 2 are positioning, marketing communications, customer relations, and company profits. The Brand reflects the quality of products and services. Recently, a lot of research on the consumer and The Brand has been developed, the results of which indicate that sometimes people belong to a brand by the quasi-human characteristics of the soul [4]. Forgive and shape their relationships as if they were in a relationship with a human being in the context of society. Thus, these relationships involve reciprocal exchanges between the Brand and consumers through a set of duplicate actions, which has many benefits for both parties [5]. Significant reasons: Increasing demand in branding and psychological and social factors in changing people's lifestyles, free exchange of information between People know the increase in the use of the Internet and social networks, economic development, and the development of urban development [6]. Researchers believed that due to the reduction of class differences and globalization, even people who are not part of the comprehensive high-income classes in the Consumption of branded goods are involved, which has led to increased demand in this area [7]. So since attention Brand is considered one of the most important marketing indicators, in this research, we first try to find out the most important factors influencing the formation of a successful brand? And then what each of these factors affect consumer behavior Does it have an effect?

### **Importance of research**

Businesses today are well aware that to succeed in the marketplace, consumers must consider their products and services because today the breadth and variety of goods and services cause consumers to face different options of various products and services and the purchasing decision process to Become a complicated thing. As a result, businesses in a highly competitive market strive to use methods and Different marketing management tools to attract customers to their products and services [8]. Identifying the factors affecting consumer behavior in all industries is very important, but in some areas such as branding finds more, Because the factors affecting the purchase of customers who are looking for branded goods are more complex than ordinary and everyday goods and This is rooted in the psychological and social aspects of individuals [9]. Since the number of customers is increasing day by day, there is increasing competition between the suppliers of these products to gain a share. More than this market, they have to know and understand consumer behavior have predicted the number of customers of luxury brand goods by the end of 2030The year will reach nearly 500 million people, which is equivalent to a growth of 600 per cent compared to 2013. Therefore, the particular importance of the

Brand among customers can be well understood. Thus, this research examines the most important Factors Affecting the Formation of a Successful Brand for this purpose. We try to emphasize the importance and impact of each of these components on behavior. Evaluate consumers to understand the importance and necessity of each of them in the success of a brand and finally by presenting Effective solutions to help managers and leaders in this field promote their Brand.

### **Research method**

This research has been compiled in terms of applied purpose and using the documentary method and libraries. Researchers using the method Library first analyse the factors affecting the formation of a successful brand and then the Relationship between brand and behavior Express consumers and provide practical results and suggestions in the field of branding.

### **Research questions**

- 1- What are the most critical factors influencing the formation of a brand?
- 2 - What is the relationship between the factors affecting brand formation and consumer behavior?

### **Research objectives**

- 1- Examining the most critical factors affecting the brand formation
- 2- Investigating the effect of influential factors on Brand and consumer behavior

### **Findings**

- 1 - The essential factors affecting the formation of the Brand

The most important factors affecting the formation of a brand in the form of ten structures include; 1- Brand experience

2- brand satisfaction, brand trust

3- love the Brand

4- Brand loyalty

5- Brand equity

6- Brand gender and expertise Word of mouth advertising Brand commitment Was in this study Was examined.

### **Brand experience**

Brand experience stems from interactions between a customer, a brand, a company or part of an organization. Brand experience includes emotional, behavioral and cognitive responses stimulated by brand-related generators such as The design, identity, packaging, communication and environment in which the Brand is presented. Many marketing experts believe in Recognizing and understanding how the brand experience by consumers to develop marketing strategies for products and services. It is vital; Because brand experience can be used to predict consumer behavior [10]. A brand experience can happen either directly or indirectly. Direct consumer experience of physical contact with a product is created, and the indirect experience is the result of advertising or marketing communications. Brand experience can be short-term or Be long-term, and positive or negative brand experience four-dimensional instruments [11]. They know that its dimensions are: sensory dimension) The sense of sight, smell, taste and taste is the consumer, which is the dimension of attractiveness. Shows a brand for the consumer's purposes and its effect on his senses (emotional dimension) Inner emotions and feelings Consumer is towards a brand (cognitive size) is the thinking of the creator of the consumer and shows how much a brand A sense of curiosity, thinking and problem solving stimulates in the consumer (and behavioral dimension) the Brand's ability to engage in Shows the physical activity of the consumer. Recent research in the brand experience, instead of focusing on definitions and methods, focuses on its preliminaries and consequences. So it is not surprising to say One of the most critical challenges in the field of brand experience is that brand experience is not just a secondary phenomenon. Still, the brand experience can Predict some of the most significant cognitive and analytical concepts derived from the brand domain, such as brand satisfaction, brand trust, brand commitment and Love the Brand to apply [12]. The results of various studies indicate that brand experience is practical on consumer satisfaction.

### **Brand satisfaction**

Efforts to increase customer satisfaction in the field of marketing are rising significantly. One of the challenges of trade In today's competitive world, keeping customers satisfied Satisfaction, Feeling Desirable or Unwilling Is a person who compares the performance of a product or service (perceptions) with the expected performance of a product or service based on a definition of consumer satisfaction with a brand, the collective outcome of perceptions, evaluations and reactions. Consumer psychology is when experiencing the consumption of a product or service. The benefits of customer satisfaction from a brand can be He noted the increase in transactions, the tendency to increase purchases, the reduction of price sensitivity and trade (costs) in a study examining the relationship between brand and home appliance consumers Electricity in Iran showed that satisfaction was a positive emotional response in buyers that the result of this satisfaction caused a positive experience for Subsequent purchases from that Brand are considered [13].

### **Brand trust**

Trust is an essential and determining element in building and strengthening the relationship between a brand and the consumer. In the context of the relationship between a brand and the consumer, trust reflects the reliability, honesty and ability that Consumers attribute to a brand. Consumer preference is a degree of desire defined as a product, whether you like it or not. Brands role Decisive factors in creating these preferences and decisions of individuals [14]. This confidence stems from the customer's attitude to the Brand's honesty and

responsibility in conserving resources and consumer welfare. Brand trust can also be measured by the Brand's ability to deliver on its promises. Trust in the Brand In addition to having a direct impact on brand equity. It also sets the stage for the intention to buy [15]. Trust in the Brand has two dimensions; Cognitive dimension, Which indicates the technical and based nature 3 It is about merit. This dimension shows how well a brand can live up to its promises and the needs of consumers. Satisfy 4 (and the emotional dimension ) Which is based on consumers' perceptions of honesty and good intentions in the Relationship between benefits and well-being Consumers originate. Brand trust reflects that customer relationship and Brand can lead to a relationship beyond the satisfaction of the brand's actual performance. Therefore, this factor, as a prerequisite for preference A brand and then creating emotional links to the Brand. In addition to this, trust in Brand is the long-term relationship between the consumer and the Brand that helps maintain the company's competitive advantage—the ultimate goal of marketing. Creating a strong bond between the consumer and the Brand is one of the main components of this Relationship of trust [16].

### **Love the Brand**

Brand love is a very new and vital concept that has attracted the attention of many marketing experts in the last decade. Brand love expresses a passionate, emotional relationship between a consumer and a brand. Brand love is a dynamic, dynamic and purposeful relationship between consumers and a brand that Relationship has emotional, cognitive and emotional characteristics. Conceptualizing brand love based on theories Love is interpersonal and seeks how deep mental engagement, passion and emotion between the customer and a brand Is created. Love is a continuous phenomenon with passion, excitement and the feeling of being one with something. It is another [17]. This concept, which has spread from interpersonal relationships to relationships between people and brands, expresses a desire. It is a solid feeling for a particular brand. This concept is highly influenced by the underlying cases, direct and indirect experiences of the individual. It has associations and many other things, although the role of one's past experiences is an essential factor in this (regard). The idea of Love has also been used in the marketing literature with two distinct perspectives. In the first view, the consumer love ratio to a product is discussed [18]. A number of these studies have highlighted consumers' emotional attachments to products Considered).

In the second perspective, many studies examine consumer love for a brand. In this view, researchers believe that consumers see brands as partners. Consider their relationships. Have listed many attributes for brand love, including It can be attached to the Brand, passion for the Brand, positive evaluation of a brand, and even expressing Love and positive feelings towards Referred to that Brand. Studied the effect of brand credibility on customer loyalty in the Iranian banking industry and the results .They showed that brand credibility directly affects commitment to loyalty, ongoing commitment, and satisfaction. Satisfaction with a commitment to belief and Verbal advice directly affects the purchase [19].

### **Brand commitment**

Brand commitment is a psychological state that indicates a positive attitude towards the Brand and a desire to maintain a valuable relationship. Brand commitment includes ongoing commitment and emotional

commitment. A brand defines continuous commitment as weak emotions The consumer; Continuous commitment rooted in economic costs, change costs and scarcity It has suitable alternatives for the Brand. Emotional commitment expresses an emotional bond with a brand based on identity, shared values, attachment, and trust. This is an emotional connection to consumer behavior, such as repeated brand purchases and word of mouth. It has a positive effect on the mouth. Some studies showed that when customers experience a pleasurable Consuming a product or service, they decide to commit to their product or service provider. Continue and put aside negative behavioral tendencies towards it. They also said that the extraordinary experience could Promote extreme emotional reactions to that Brand and consequently a deep commitment to that Brand [20, 21].

### **Word of mouth**

Word of mouth is now considered an essential component in the marketing literature. The concept of word of mouth Orally as informal communication of consumers with other consumers about the use, function and characteristics of a product or Special service. Positive word-of-mouth advertising, consumer conversation about great experiences. They are unique goods or services that they share with family, friends and colleagues and encourage them to buy. They do products or services. Positive word of mouth advertising is precious for goods and Creates services. Companies today are encouraging positive word-of-mouth advertising behavior among their customers. 2 because such behavior increases the number of their customers [22]. In a research mediating role, They examined brand love about buying intentions and word of mouth. Their results showed that brand experience is trust Brand and emotional commitment of the Brand has a positive and significant effect on the consumer's shopping intentions, shopping intentions have a positive and significant impact on the Love of Brand and word of mouth; In addition, Love for the Brand has a positive and significant effect on word of mouth [23].

### **Brand loyalty**

Brand loyalty is the existence of a long-term non-random behavioral response resulting from the psychological process of buying from a brand Knows that one person does it in the presence of other brands. He also attributes brand loyalty to two emotional dimensions. Indicates consumer preference for a particular brand in which actual buying behavior has not yet taken place. The practical dimension reflects the actual consumer buying behavior of a specific brand [24]. Generally, brand loyalty is a deep commitment to buy a preferred product consistently in the future, resulting in repeated purchases from a brand. Increase and growth in customer loyalty guarantee future revenue through them. Accordingly, loyalty to Customers is the ultimate goal of any business. Customer loyalty is one of the essential factors in Determining the profitability of firms. 5% improvement in retention and retention of current customers can Increase company profits by 25 to 75%. Based on what has been said, customer loyalty Is the key to business success. Loyal customers create more profitability, create higher repurchases. Therefore, they increase the market share and expand the introduction of the company to others. Results showed Love for the Brand and a positive effect. It has meaning on brand loyalty. If a consumer loves a brand, he will establish an emotional relationship with that Brand. It will lead to his subsequent purchases and deep loyalty to that Brand [25].

### **Brand equity**

Consumer-based brand equity has been analyzed from several perspectives and approaches. The most common of them, "Perceived quality and price from a brand that the consumer is directly confronted with" and "Brand Knowledge" are the main pillars of consumer brand equity. Brand equity-based value On the consumer, there is a deep dependence on the consumer's emotional relationships and the five emotions of hearing, smell, taste, sight and touch with Has products or services [26]. Results showed that the role of brands in value creation in decreasing Risk-taking and extending the lives of businesses due to consumer satisfaction is undeniable in the long run. Because Customers, whenever and wherever they want to choose and decide between several options, brands with unique value in mind have more choices [27].

### **Brand gender**

Brands, like living things, have personality, identity, and gender. Some signs and features show Shows that brands also have gender. Gender is a demographic characteristic that refers to gender. Biological refers. In other words, the gender of a social structure or Is psychology reflects the degree of masculinity or femininity of a living person. Gender is considered one of the most prominent and accessible personality traits of a person, and therefore people often have masculine and feminine traits. It is used to describe others. Classification of brands (products and services) from the perspective of gender, social learning, Purchasing decision-making provides the concept and meaning of brands for better selection. Over the years, it was Creating brand femininity). Brand femininity is the emotional and social Relationship of the Brand with the consumer and apparent approaches Creatively defines (and masculinity of the Brand) brand masculinity as a sign of brand strength, branding and brand ownership, Brand risk-taking, aggressive and fighting spirit of the Brand, brand authoritarianism, brand thinking, brand centralism and frankness Knows, was upgraded and expanded which seemed strange, Because the tone of voice, the mental images and the style of a brand that used to be for the group The purpose of women were used in the sense that it is inappropriate for the target group of men. For men and women, it created desirability that restrained the old Brand, such as ostentation for men and lust and Destroyed charm for women [27].

### **Expertise (reputation)**

Brand expertise means believing that the company can deliver on its promises). Sweeny and Joffre Trust means that a brand is willing to give its promises while specializing in it. It is a concept that can present it. Hence brand credibility is defined as the credibility of the product information contained in a brand. It requires consumers to understand that the Brand is capable of (expertise (and willingness) reliability). It has the promise of continuous delivery. The importance of credibility, from this fact, implies that incomplete and asymmetric information causes consumer uncertainty about product features even after Effective collection of information or after consumption of the product [28]. This leads to consumer perceived risk. A brand's credibility reduces information costs because consumers of reputable brands such as They use a source of knowledge to save on data collection and processing costs. Credit is also a risk Increases perceived due to consumer confidence in a company's product claims), In short, brand investments encourage companies to be honest in their promises and product delivery, Promised credit brand credentials. It also depends on the stability of mixed marketing strategies, Because it affects consumer perceptions of the willingness and ability of companies to deliver promised products [29].

## 2- The effect of influential factors on brand formation and consumer behavior

According to the research on the Relationship between Brand and consumer behavior, a net of these results are presented in Table 1.

Table 1

Factors	Definition
Brand Experience	Brand experience has a positive and significant effect on consumer behavior.
	Marketing managers need to leverage the customer experience to improve their brand marketing
Brand Satisfaction	Customer satisfaction leads to the promotion and recommendation of the Brand to others.
	Brand satisfaction brings emotional attachment to customers as long as the product is good.
Brand Trust	Brand trust is an essential and determining element in strengthening the relationship between a brand and the consumer.
	Customers' trust that brands if expectations are met.
Love The Brand	For the Brand to benefit, promoting brand love must be a priority for companies
	Love for the Brand causes the consumer to have an emotional connection with it.
Brand Commitment	Brand commitment leads to emotional commitment and participation in consumers.
	Brand commitment has a positive and significant effect on brand loyalty and purchasing.
Word Of Mouth Ads	Verbal advertising affects brand performance, differentiation, relative price, and repurchase
	Positive word communication affects customers' purchasing intent.
Brand Loyalty	Brand loyalty had a significant impact on the purchase of home appliances.
	Brand equity and trust are the most critical backgrounds of customer behavioral and attitudinal loyalty
Brand Equity	Brand equity had a positive effect on the organizational citizenship behavior of Saderat Bank Sari employees
	Brands that have a unique value in the minds of customers are the priority in choosing customers.
Brand Gender	The masculinity or femininity of the Brand had a significant effect on the behavior of perfume consumers.
	Brand gender is a sign of brand value and its popularity among customers.
Brand Specialization	Brand credibility among bank customers had a high impact on customer satisfaction and loyalty.
	Brand expertise increases consumer confidence in a company's product claims.

According to Table 1, we can talk about the relationship between the ten factors affecting the brand and behavior Consumers (Table 1) surveyed in this study acknowledged; All of these factors affect behavior Consumers



have had a significant impact. So that the results of various hypotheses in this research about Variables affecting the brand formation and consumer behavior have been tested, indicating that the brand experience of the effect has a positive and significant impact on brand satisfaction, brand trust, brand commitment and brand love. . Brand satisfaction and brand trust have a positive and significant effect on Has love for the Brand and brand commitment. Brand love and brand commitment have a positive and significant impact on word of mouth and brand loyalty. The masculinity of the Brand and the Brand's femininity has a substantial effect on the consumer-based brand's value. Brand masculinity over Love of Brand It has a significant impact. Brand love has a considerable effect on consumer-based brand value. Brand credibility on satisfaction, commitment to Continuous loyalty, and responsibility has a direct effect. Satisfaction has a direct impact on commitment and verbal advice to buy. Satisfaction decreases. Customers tend to change the Brand. Commitment to loyalty to either of the two dependent variables, namely the desire to change the Brand and recommendations, does not affect the purchase. Continuous commitment does not affect the willingness to change the Brand.

### **Conclusion**

According to the evaluation of various foreign and domestic studies that have examined the relationship between Brand and consumer behavior, It can be said that these relationships play a vital role in the profitability of companies and gaining a competitive advantage, and this leads to Much attention has been paid to this category by marketing researchers. In this study that examines the relationship between Brand and consumer behavior, It can be said that today due to the widespread advertising for various products and services around the world, To achieve its share of this highly competitive market, it is necessary to look at multiple aspects of the sale of goods and services in Taken a step towards customer satisfaction and trust. In this study that examines the relationship between Brand and consumer behavior, It can be said that today due to the widespread advertising for various products and services around the world, To achieve its share of this highly competitive market, it is necessary to look at multiple aspects of the sale of goods and services in Taken a step towards customer satisfaction and trust since branding and branding is one of the essential basic strategies for Achieving a good position of sales in this competitive market. Not all managers and leaders of companies and providers of Services should pay attention to this issue in their field of work. As the results of various researches showed (Table 1,) Kidney, The Relationship between the Brand and consumer behavior is necessary for each other. Suppose a company wants to be in a good position of the Brand To achieve its desired. In that case, it must pay attention to these relationships together so that in addition to the satisfaction of its current customers in Attract new customers to be successful. . Also, from the review of research, it can be said that unfortunately in the country Iran despite the suitable goods and services available for global supply (nuts, handmade carpets, saffron, etc.) to discuss Branding and branding of these products and services has not received serious attention so far, which should be addressed by the government and the private sector. Precisely followed up and done. Therefore, according to the results obtained from previous studies and experiments obtained from this research and in line with the investigation, In the future, marketing managers and leaders will be encouraged to be more successful in branding their products and services; Establish a close relationship between the customer and their Brand. Use appropriate policies to promote your brand to customers. Show. Also, be responsible for the Brand presented to meet and fulfil their promises to ensure

confidence among Take your customers high and finally strive to update their Brand by providing innovation and creativity.

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