



# Changing Paradigm of Purchase Retention With Respect to Brand Love and Brand Engagement

Ved Prakash\*

*Babu Banarsi Das Institute of Technology and Management, Lucknow 475001, Uttar Pradesh, India*

---

## ARTICLE INFO

*Keywords:*

Purchase Retention

Brand engagement

Brand love

*JEL:* N30

*DOI:* [10.26713/jfbms.v4i1.2967](https://doi.org/10.26713/jfbms.v4i1.2967)

---

## ABSTRACT

Businesses interact with their customers in an effort to maintain or improve their total brand equity. This study explores the relationship between brand engagement and brand love, as well as how these two factors interact to affect overall brand equity and purchase intent. Data gathered from 311 respondents using a self-administered survey were subjected to a two-stage analysis. The measurement model's validity and reliability were examined in the first stage, and the structural model's strength of the relationships was determined in the second. The study makes it possible to comprehend the causes of brand equity in great detail. It offers useful theoretical insights into the factors that affect how brand equity is formed. It also examines the impact of sociodemographic factors like gender and usage. Relationships are mediated by brand love and overall brand equity. By combining previously researched characteristics such as brand love, brand experience, total brand equity, and purchase intention into one comprehensive model, this study suggests a new branding framework. This study supports the notion that brand love and brand engagement are second-order constructs and crucial components of the brand mix. Relationships between a brand and its fans are controlled by usage and gender.

---

## 1. Introduction

The purpose of this study was to determine the impact of brand love and brand engagement on purchase retention. Brand love dimensions were quality love, emotion, passion; Brand Engagement dimensions were cognition, affection and activation.

Brand love and brand engagement were found to have strong effects on purchase retention, with brand love having a larger impact on purchase retention than brand engagement. Consumer's perception of quality, emotion and passion had the largest influence on purchase intent.

This study investigates the impact of brand love and brand engagement on purchase retention. Brand engagement is a key factor for the success of any company, so the question is whether or not it can be enhanced by framing messages to add emotional value to your customers. The results of this research indicate that there is some effect, with more positive impact among those who view their brand as having higher quality love and affection levels

---

\*Corresponding author

Email(s): [vedprakaashsinha@bbdnitm.ac.in](mailto:vedprakaashsinha@bbdnitm.ac.in) (V. Prakash)

Orcid(s): 0000-0002-6084-043 (V. Prakash)

Brand love is the feeling consumers have towards a brand. A brand can be loved if it satisfies customers' needs, meets their values and helps them achieve their goals. Brand engagement is a way of measuring how actively consumers are using brands. In this paper, we discuss the impact of brand love and brand engagement on purchase retention. The findings show that brand engagement improves purchase retention whereas higher levels of brand love result in longer ownership time for customers

This study has been conducted to reveal the impact of brand love and brand engagement on purchase retention. By adopting a survey design and data collection method, it has been found that there is a significant relationship between brand love dimensions and purchase retention. More importantly, it has been found that emotion plays a significant role in purchasing decisions regarding products whose qualities are highly regarded by consumers. Finally, it was found that while cognition plays an important role in determining purchase intent among people who are willing to buy but not necessarily act on the intentions right away, affection plays a vital role in influencing consumers when they do act on their intentions by purchasing products whose quality or price is within their budget range.

The research is a study of how consumers perceive and how they deal with brands. The objective of the study is to determine whether buyers who have high brand engagement levels tend to exhibit loyalty in the purchase process, or vice versa. It also relates to purchasing decisions, attitudes towards brands and willingness to purchase from them again in the future.

The aim of this study was to understand what elements of brand love contribute to purchase retention and how engagement levels influence these relationships. Two companies were used as case studies: a global food brand, which has been heavily invested in its core product category; and a clothing brand whose target market has matured from teens to young adults. We measured brand loyalty, cognitive and affective engagement with the two brands by asking respondents about their perceptions of the two products as well as their attitudes towards them (i.e., how much they would recommend it to others).

This research paper examines the impact of Brand Love and Brand Engagement on purchase retention within the context of loyal consumers. The findings presented in this study suggest that, while there are no significant differences between brand love dimensions and brand engagement dimensions, there are differences between each dimension. Brand Engagement dimensions have greater predictive power than brand love dimensions in predicting purchase retention, suggesting that greater cognitive engagement across all three engagement types can lead to improved purchase performance for the brand owned by consumers.

## **2. Literature Review**

### **2.1. Brand Love**

Since it was introduced by Shimp and Madden (1988) [20], brand love has been a topic of great interest for brand managers. Customers can view a brand as an individual, so they can love a brand as they love a person (Ranjbarian *et al.*, 2013 [16]). On the basis of Sternberg's (1986) [21] tripartite conceptualization of interpersonal love, Shimp and Madden (1988) [20] conceptualized consumer–brand relationship along three dimensions: liking, yearning and decision/commitment, which correspond to Sternberg's (1986) [21] intimacy, passion and decision/commitment components of inter-personal love. Liking and yearning represent the feelings of intimacy with and passion for a brand, respectively. Similarly, on a cognitive level, decision refers to the individuals recognition of the liking and yearning for the brand in the short-term; whereas commitment is reflected in purchasing the same brand repeatedly over time. Today companies have recognized that feeling of love toward a brand is a vital factor in establishing a good relationship with a customer, those brands which can make customers love their brands are more successful in gaining sustainable advantage and beating their competitors. Marketing researchers have investigated the concept of brand love (Ahuvia, 2005 [1]; Fournier, 1998 [11]). Fournier (1998) [11] answers the question of whether consumers can experience a feeling of love toward a brand, she established that such a feeling may exist and consumers may develop strong relationships with brands. Carroll

and Ahuvia (2006) have stated that brand love is a blend of emotion and passion of an individual for a brand, in addition, they defined love for a brand as “the degree of passionate emotional attachment that a person has for a particular trade name.” Consumers’ love includes the following characteristics: “(1) passion for a brand, (2) brand attachment, (3) positive evaluation of the brand, (4) positive emotions in response to the brand, and (5) declarations of love toward the brand” (Albert *et al.*, 2008 [2]). Ahuvia *et al.* (2005) [1] defined brand love as the degree of passionate emotional attachment a satisfied consumer has for a particular trade name. Bergkvist and Rossiter (2009) [5] mentioned that brand love and interpersonal love differ in that brand love is unidirectional, whereas interpersonal love is bi-directional and that consumers are not expected to yearn for sexual intimacy with brands, a feeling generally associated with passionate interpersonal love. Moreover, love is generally regarded as qualitatively different from liking, that is, love is not extreme liking but rather a construct that is different from, but related to, liking (Sternberg, 1987 [22]). Bergkvist and Rossiter (2009) [5] informed that brand love is important in a marketing context because it is positively related to brand loyalty and WOM.

## 2.2. Brand Engagement

Sashi (2012) [19] developed a model of the customer engagement cycle with connection, interaction, satisfaction, retention, loyalty, advocacy, and engagement as stages in the cycle. It arrays customers in a customer engagement matrix according to the degree of relational exchange and emotional bonds that characterize their relationship with sellers. Four types of relationships emerge: transactional customers, delighted customers, loyal customers, and fans.

Bijmolt *et al.* (2010) [6] first provide an overview of the data available for customer analytics and discuss recent developments. Next, the authors discuss the models used for studying customer engagement, where they distinguish the following stages: customer acquisition, customer development, and customer retention. Finally, they discuss several organizational issues of analytics for customer engagement, which constitute barriers for introducing analytics for customer engagement.

As per Hennig-Thurau & Klee (1997) [12], customer satisfaction with a company’s products or services is often seen as the key to a company’s success and long-term competitiveness. In the context of relationship marketing, customer satisfaction is often viewed as a central determinant of customer retention. However, the few empirical investigations in this area indicate that a direct relationship between these constructs is weak or even nonexistent.

Venkatesan *et al.* (2018) [24] proposed that customer engagement is a broad topic and intersects with several other established literature streams including customer experience, customer loyalty, and customer journeys. Insights from these fields are important to advance the theory of customer engagement. Combining the customer engagement and customer journey literatures, we propose a more execution-oriented approach to customer engagement research that can have a wider impact on practice.

Arnold *et al.* (2011) [3] demonstrate that a firm’s focus on customer acquisition enhances its radical innovation performance but hinders its incremental innovation; a firm’s strategic orientation toward customer retention has the opposite effects. These effects are mediated by both customer knowledge development and the firm’s resource configuration decisions. In addition, the authors provide insight into the impact of managerial decision trade-offs when implementing customer engagement strategies. The results suggest that the effect of customer acquisition and retention orientations on customer knowledge and investment decisions, and ultimately on innovation performance, is amplified when a firm consistently implements a specific engagement strategy. Implementing a dual strategy by attempting to focus on both acquiring and retaining customers undermines resource configuration decisions, with diverse effects on both radical and incremental innovation.

Kumar *et al.* (2010) [14] opined that Customers can interact with and create value for firms in a variety of ways. They proposed that assessing the value of customers based solely upon their transactions with a firm may not be sufficient, and valuing this engagement correctly is crucial in avoiding undervaluation and overvaluation of customers. They proposed four components of a customer’s engagement value (CEV) with a firm. The first component is customer lifetime value (the customer’s purchase behavior), the second is customer referral value

(as it relates to incentivized referral of new customers), the third is customer influencer value (which includes the customer's behavior to influence other customers, that is increasing acquisition, retention, and share of wallet through word of mouth of existing customers as well as prospects), and the fourth is customer knowledge value (the value added to the firm by feedback from the customer). CEV provides a comprehensive framework that can ultimately lead to more efficient marketing strategies that enable higher long-term contribution from the customer.

Elgarhy (2022) [10] in his paper said that service quality, loyalty programs, pricing strategies and customer engagement play a vital role in customer retention and firms' performance. His study aims to investigate the service quality, loyalty programs, pricing strategies and customer engagement, and to examine the mediation effects on firms' performance. The finding revealed that the service quality, loyalty programs, pricing strategies and customer engagement have positively affected customer retention. In addition, customer retention has positively affected firms' performance.

As per Venkatesan *et al.* (2017) [24], the relationships between a firm and its customers are ever evolving, with growing opportunities to connect to other customers and firms through social media and mobile devices. Increased competition and advances in technology that are reducing barriers to entry have motivated firms to adopt several strategies to build a deeper level of attachment with their customers. Such a strategy is now termed as "customer engagement".

### 2.3. Conceptual Model

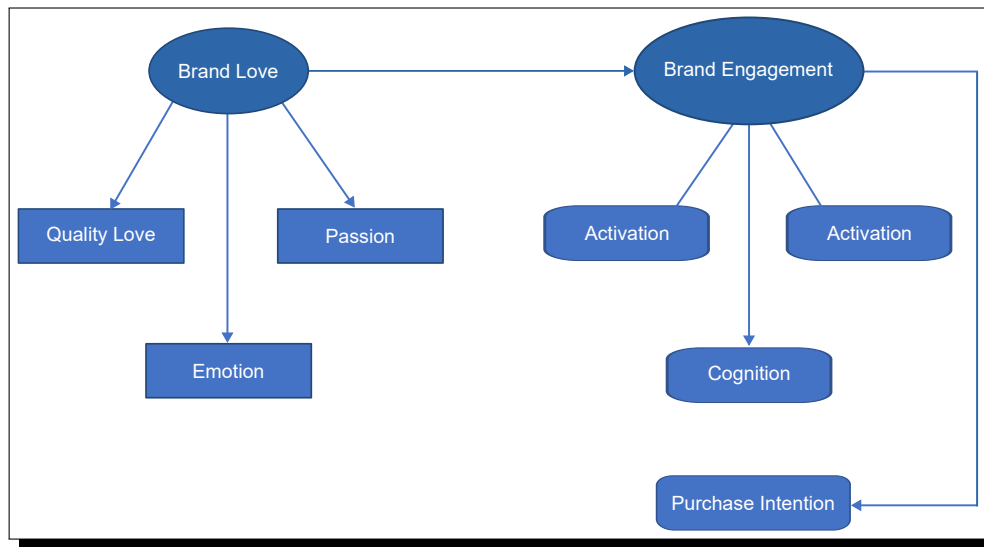


Figure 1: (Source: Literature Review)

### 3. Research Methodology

The main objective in order to design this particular chapter for the study was to clearly describe and communicate the methodology used for carrying out this particular research. The aim of this chapter is to describe the steps used in order to collect, prepare, tabulate, and analyze the data for the study. Research methodology can be explained as a systematic and step-by-step insightful investigation of a particular problem in order to get a solution. This process of research further includes a collection of information and data and the collected data is then analysed in order to draw some meaningful interpretations. This further helps the researcher in order to get a solution to a particular problem and also facilitates decision-making. The Study's style is descriptive. The purpose of the study is to evaluate brand love and brand engagement affect purchase intention.

### 3.1. Objectives

- (i) To Study the impact of brand love on repurchase intention.
- (ii) To analyse the effect of brand engagement on repurchase intention.

### 3.2. Hypothesis Development

**Hypothesis 1.** The Relationship between Quality Love and Purchase Intention.

**Hypothesis 2.** The Relationship between Emotion and Purchase Intention.

**Hypothesis 3.** The Relationship between Passion and Purchase Intention.

**Hypothesis 4.** The Relationship between Cognition and Purchase Intention.

**Hypothesis 5.** The Relationship between Affection and Purchase Intention.

**Hypothesis 6.** The Relationship between Activation and Purchase Intention.

### 3.3. Research Design

Research design is the planning phase of conducting research which includes the framework and methods of conducting research. It is the blueprint of the research and tells about the type of research, method of data collection and tools used for analyzing the data. In other words, Research design is the framework of research methods and techniques chosen by a researcher.

Burns and Grove (2002) define a research design as a blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings. The research design used in this research was *Descriptive & Exploratory* in nature which aims to determine the Impact of brand love and brand engagement on purchase retention in the mobile industry. The structured questionnaire was prepared after the identification of the factors for collecting the primary data. The questions asked in the interview schedule were open and close-ended.

### 3.4. Sample Size

Sample size refers to the number of items to be selected from the universe to constitute a sample. In the present study, 300 respondents (Customers of the mobile industry) were taken.

### 3.5. Geographical Area

Lucknow Uttar Pradesh

### 3.6. Population

Customers of the mobile industry in Lucknow.

### 3.7. Sampling Unit

Customers of Urban area.

### 3.8. Research Tool

In order to analyze *To Analysis the Impact of Brand Love and Brand Engagement upon overall purchase retention* Factor analysis was employed using SPSS.

### Flow Chart of Research Methodology

1	Universe	Lucknow
2	Research Design	Descriptive Study
3	Sampling Method	Non-Probability Sampling
4	Sampling Unit	Customers of Urban area
5	Sample Size	311
6	Sampling Technique	Purposive Sampling
7	Analysis Used	Regression, Percentage Analysis

#### 4. Data Analysis & Interpretation

**Table 1**  
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.875 <sup>a</sup>	.766	.764	.31501

<sup>a</sup>Predictors: (Constant), Passion, Emotion, QL

“Column 2” represents the value of R, the multiple correlation coefficients. R can be considered to be one measure of the quality of the prediction of the dependent variable; in this case, it is found to be 0.875, which revealed that the model has a good level of prediction. The “R Square” column represents the coefficient of determination, which is the proportion of variance in the dependent variable that can be explained by the independent variables. The value of  $R^2 = 0.766$  implied that the independent variable taken for the study explained 76.6% of the variability of the dependent variable.

**Table 2**  
Anova<sup>a</sup> table

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	99.948	3	33.316	335.741	.000 <sup>b</sup>
	Residual	30.464	307	.099		
	Total	130.412	310			

<sup>a</sup>Dependent Variable: PR  
<sup>b</sup>Predictors: (Constant), Passion, Emotion, QL

The table shows that the independent variables are statistically significant, prediction of the dependent variable,  $F(4, 307) = 335.741, p < .05$  (i.e., the regression model is a good fit of the data).

**Table 3**  
Coefficient<sup>a</sup> table

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.174	.170		48.157	.000
	QL	-2.433	.111	-1.033	-21.983	.000
	Emotion	.352	.039	.387	8.924	.000
	Passion	-.250	.054	-.148	-4.594	.000

<sup>a</sup>Dependent Variable: PR

It can be seen from the table that the quality love, Emotion, Passion, are found to be statistically significant as their P value is less than 0.05. Therefore, the general form of the equation to purchase intention will be Predicted (Purchase Intention) =  $8.174 \pm 2.433$  Quality Love +  $.352$  Emotion  $\pm 250$  Passion. The model indicates that quality love, emotion and passion are the key factor that affects purchase retention in the mobile industry.

#### Hypothesis Testing

##### Hypothesis 1. The Relationship between Quality Love and Purchase Intention

The above table shows that dividing the beta value by the standard error yields the t statistics. The P value is less than 0.05, hence the null hypothesis has been rejected. Therefore, it makes sense to draw the conclusion that quality love significantly affects purchase retention.

**Hypothesis 2. The Relationship between Emotion and Purchase Intention**

Table 2 shows that dividing the beta value by the standard error yields the t statistics. The P value is less than 0.05, hence the null hypothesis has been rejected. Therefore, it makes sense to draw the conclusion that emotion significantly affects purchase retention.

**Hypothesis 3. The Relationship between Passion and Purchase Intention**

Table 2 shows that dividing the beta value by the standard error yields the t statistics. The P value is less than 0.05, hence the null hypothesis has been rejected. Therefore, it makes sense to draw the conclusion that passion significantly affects purchase retention.

**Objective 2**

**Table 4**

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.998 <sup>a</sup>	.997	.997	.03780
<sup>a</sup> Predictors: (Constant), Activation, Cognition, Affection				

“Column 2” represents the value of R, the multiple correlation coefficients. R can be considered to be one measure of the quality of the prediction of the dependent variable; in this case, it is found to be 0.998, which revealed that the model has a good level of prediction. The “R Square” column represents the coefficient of determination, which is the proportion of variance in the dependent variable that can be explained by the independent variables. The value of R<sup>2</sup> = 0.997 implied that the independent variable taken for the study explained 99.7% of the variability of the dependent variable.

**Table 5**

Anova<sup>a</sup> table

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	129.974	3	43.325	30327.364	.000 <sup>b</sup>
Residual	.439	307	.001		
Total	130.412	310			
<sup>a</sup> Dependent Variable: PR					
<sup>b</sup> Predictors: (Constant), Activation, Cognition, Affection					

The above table shows that the independent variables are statistically significant, prediction of the dependent variable, F (3, 307) = 30327.367, p < .05 (i.e., the regression model is a good fit of the data).

**Table 6**

Coefficient<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.316	.018		-17.391	.000
	Cognition	.335	.006	.399	54.690	.000
	Affection	-.570	.019	-.399	-30.569	.000
	Activation	1.209	.017	1.008	71.721	.000
<sup>a</sup> Dependent Variable: PR						

It can be seen from the table that the cognition, affection, and activation, are found to be statistically significant as their P value is less than 0.05. Therefore, the general form of the equation to purchase intention will be

Predicted (Purchase Intention) =  $-.316 + .335 \text{ Cognition} \pm .570 \text{ Affection} + 1,209 \text{ Activation}$ . The model indicates that cognition, affection, and activation, are the key factor that affects purchase retention in the mobile industry.

### **Hypothesis Testing**

#### **Hypothesis 4. The Relationship between Cognition and Purchase Intention**

Table 2 shows that dividing the beta value by the standard error yields the t statistics. The P value is less than 0.05, hence the null hypothesis has been rejected. Therefore, it makes sense to draw the conclusion that cognition significantly affects purchase retention.

#### **Hypothesis 5. The Relationship between Affection and Purchase Intention**

The above table shows that dividing the beta value by the standard error yields the t statistics. The P value is less than 0.05, hence the null hypothesis has been rejected. Therefore, it makes sense to draw the conclusion that affection significantly affects purchase retention.

#### **Hypothesis 6. The Relationship between Activation and Purchase Intention**

The above table shows that dividing the beta value by the standard error yields the t statistics. The P value is less than 0.05, hence the null hypothesis has been rejected. Therefore, it makes sense to draw the conclusion that activation significantly affects purchase retention.

## **5. Conclusion and Discussion**

Understanding the integrative impact of brand engagement and brand love on purchase intention is the main goal of this paper. A survey of the literature found a growing body of knowledge about the connections between different brand-building strategies. The researcher looked at the distinctive features of consumer-based brand equity development for smartphone brands through the lenses of SD logic, emotional appraisal, relationship theory, and the triangular theory of love and identified boundaries within which various types of brand relationships can be organized for various smartphone brands. The validity and reliability of the first-order constructs were examined independently for each second-order construct. It was discovered that affection is a key driver of brand experience out of the three dimensions of brand love (quality love, emotion, and passion). Similarly to this, affection is seen as the most important resource for brand engagement out of the three dimensions of brand engagement (cognition, affection, and activation). Emotion is deemed to be the most important component of brand love out of the three aspects of brand love (quality, emotion, and passion). This suggests that among the three constructs of brand experience, brand engagement, and brand love, emotion is the main aspect that unites them all.

Corresponding to the results, H1, H2, H3, H5, and H6, are supported by this study. According to H1, H2 & H3 brand love positively influences brand engagement, which has also been identified for brands (Carvalho and Fernandes, 2018 [8]), higher educational institutes, and Facebook pages (Salgadoa and Vela, 2019 [18]). H2 supports that brand engagement positively influences brand love, which has been indicated in the context of inflight service quality (Prentice *et al.* 2019, [15]). Brand engagement generally positively influences brand equity as established by different studies (Chahal *et al.* 2020, [9]).

When the four categorical variables of gender, income, usage time, and frequency of use were examined for multi-group differences, gender emerged as the most significant moderator role. (Khan *et al.* 2016, [13]), at the model level, the use period and use frequency were determined to be important. The model was not moderated by income.

Smartphone users who have used their device for less than three years place greater importance on brand experience in brand love relationships, whereas users who have used their device for more than six years place greater emphasis on brand engagement in brand love relationships and brand love in OBE relationships. While older users are moved by interaction, younger ones are moved by the experience. Men place more value on brand engagement and brand experience in terms of romantic relationships.



Use frequency Moderation at the model level suggests that all user types—heavy, moderate, and low-frequency users—would be impacted by brand-related activities and would grow to love the brands, contribute to their equity, and express a desire to buy their products. Money is not found to be a moderating factor in the model, indicating that all customers, regardless of income status, are capable of falling in love with a brand through brand engagement and brand experience. In other words, establishing a brand does not depend on the respondents' money.

## References

- [1] Ahuvia, A.C. (2005). Beyond the extended self: Loved objects and consumers' identity narratives. *Journal of Consumer Research*, **32**(1), 171–184, DOI: [10.1086/429607](https://doi.org/10.1086/429607).
- [2] Albert, N., Merunka, D., & Valette-Florence, P. (2008). When consumers love their brands: Exploring the concept and its dimensions. *Journal of Business Research*, **61**(10), 1062–1075, DOI: [10.1016/j.jbusres.2007.09.014](https://doi.org/10.1016/j.jbusres.2007.09.014).
- [3] Arnold, T.J., (Er) Fang, E., & Palmatier, R.W. (2011). The effects of customer acquisition and retention orientations on a firm's radical and incremental innovation performance. *Journal of the Academy of Marketing Science*, **39**, 234–251, DOI: [10.1007/s11747-010-0203-8](https://doi.org/10.1007/s11747-010-0203-8).
- [4] Bergkvist, L., & Rossiter, J.R. (2009). Tailor-made single-item measures of doubly concrete constructs. *International Journal of Advertising*, **28**(4), 607–621, DOI: [10.2501/s0265048709200783](https://doi.org/10.2501/s0265048709200783).
- [5] Bergkvist, L., & Rossiter, J.R. (2009). Tailor-made single-item measures of doubly concrete constructs. *International Journal of Advertising*, **28**(4), 607–621, DOI: [10.2501/s0265048709200783](https://doi.org/10.2501/s0265048709200783).
- [6] Bijmolt, T.H.A., Leeflang, P.S.H., Block, F., Eisenbeiss, M., Hardie, B.G.H., Lemmens, A., & Saffert, P. (2010). Analytics for customer engagement. *Journal of Service Research*, **13**(3), 341–356, DOI: [10.1177/1094670510375603](https://doi.org/10.1177/1094670510375603).
- [7] Carroll, B.A., & Ahuvia, A.C. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, **17**, 79–89, DOI: [10.1007/s11002-006-4219-2](https://doi.org/10.1007/s11002-006-4219-2).
- [8] Carvalho, A., & Fernandes, T. (2018). Understanding customer brand engagement with virtual social communities: a comprehensive model of drivers, outcomes and moderators. *Journal of Marketing Theory and Practice*, **26**(1-2), 23–37, DOI: [10.1080/10696679.2017.1389241](https://doi.org/10.1080/10696679.2017.1389241).
- [9] Chahal, H., Wirtz, J., & Verma, A. (2020). Social media brand engagement: Dimensions, drivers and consequences. *Journal of Consumer Marketing*, **37**(2), 191–204, DOI: [10.1108/JCM-11-2018-2937](https://doi.org/10.1108/JCM-11-2018-2937).
- [10] Elgarhy, S.D. (2023). Effects of service quality, loyalty programs, pricing strategies, and customer engagement on firms' performance in Egyptian travel agencies: Mediating effects of customer retention. *Journal of Quality Assurance in Hospitality & Tourism*, **24**(6), 753–781, DOI: [10.1080/1528008x.2022.2077889](https://doi.org/10.1080/1528008x.2022.2077889).
- [11] Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, **24**(4), 343–373, DOI: [10.1086/209515](https://doi.org/10.1086/209515).
- [12] Hennig-Thurau, T., & Klee, A. (1997). The impact of customer satisfaction and relationship quality on customer retention: A critical reassessment and model development. *Psychology & Marketing*, **14**(8), 737–764, DOI: [10.1002/\(sici\)1520-6793\(199712\)14:8<737::aid-mar2>3.3.co;2-z](https://doi.org/10.1002/(sici)1520-6793(199712)14:8<737::aid-mar2>3.3.co;2-z).
- [13] Khan, I., Rahman, Z., & Fatma, M. (2016). The role of customer brand engagement and brand experience in online banking. *International Journal of Bank Marketing*, **34**(7), 1025–1041, DOI: [10.1108/IJBM-07-2015-0110](https://doi.org/10.1108/IJBM-07-2015-0110).
- [14] Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R., Wiesel, T., & Tillmanns, S. (2010). Undervalued or overvalued customers: Capturing total customer engagement value. *Journal of Service Research*, **13**(3), 297–310, DOI: [10.1177/1094670510375602](https://doi.org/10.1177/1094670510375602).
- [15] Prentice, C., Wang, X., & Loureiro, S.M.C. (2019). The influence of brand experience and service quality on customer engagement. *Journal of Retailing and Consumer Services*, **50**, 50–59, DOI: [10.1016/j.jretconser.2019.04.020](https://doi.org/10.1016/j.jretconser.2019.04.020).
- [16] Ranjbarian, B., Kazemi, A., & Borandegi, F. (2013). Analyzing the antecedents and consequences of brand love with a case study on apple cell phone users. *International Journal of Academic Research in Business and Social Sciences*, **3**(11), 320–329, DOI: [10.6007/ijarbss/v3-i11/341](https://doi.org/10.6007/ijarbss/v3-i11/341).

- [17] Sağlam, M., & El Montaser, S. (2021). The effect of customer relationship marketing in customer retention and customer acquisition. *International Journal of Commerce and Finance*, **7**(1), 191–201, URL: <https://ijcf.ticaret.edu.tr/index.php/ijcf/article/view/259>.
- [18] Salgado, E.G., & Vela, R.M. (2019). Brand Fan Pages experience and strength as antecedents to engagement and intensity of use to achieve HEIS' brand loyalty. *Journal of Marketing for Higher Education*, **29**(1), 102–120, DOI: [10.1080/08841241.2019.1605437](https://doi.org/10.1080/08841241.2019.1605437).
- [19] Sashi, C.M. (2012). Customer engagement, buyer-seller relationships, and social media. *Management Decision*, **50**(2), 253–272, DOI: [10.1108/00251741211203551](https://doi.org/10.1108/00251741211203551).
- [20] Shimp, T.A., & Madden, T.J. (1988). Consumer-object relations: A conceptual framework based analogously on Sternberg's triangular theory of love. *Advances in Consumer Research*, **15**(1), 163.
- [21] Sternberg, R.J. (1986). A triangular theory of love. *Psychological Review*, **93**(2), 119–135, DOI: [10.1037/0033-295X.93.2.1191](https://doi.org/10.1037/0033-295X.93.2.1191).
- [22] Sternberg, R.J. (1987). Liking versus loving: A comparative evaluation of theories. *Psychological Bulletin*, **102**(3), 331–345, DOI: [10.1037//0033-2909.102.3.331](https://doi.org/10.1037//0033-2909.102.3.331).
- [23] Venkatesan, R. (2017). Executing on a customer engagement strategy. *Journal of the Academy of Marketing Science*, **45**, 289–293, DOI: [10.1007/s11747-016-0513-6](https://doi.org/10.1007/s11747-016-0513-6).
- [24] Venkatesan, R., Petersen, J.A., & Guissoni, L. (2018). Measuring and managing customer engagement value through the customer journey. in: *Customer Engagement Marketing*, Palmatier, R., Kumar, V., Harmeling, C. (editors), Palgrave Macmillan, Cham. DOI: [10.1007/978-3-319-61985-9\\_3](https://doi.org/10.1007/978-3-319-61985-9_3).