INFLUENCES OF THE PROMOTION MIX ON BRAND LOVE, BRAND LOYALTY, AND WORD-OF-MOUTH: EVIDENCE FROM ONLINE FASHION RETAIL IN THAILAND

Kittipong Napontun[1], Prarawan Senachai[2,*], Puthipong Julagasigorn[3], and Damisa Chuenpreecha[4]

Abstract

The online fashion industry faces competent competition, while brand love has become the key to winning a competitive advantage. Thus, brand love has become an interesting concept among academia in brand management-related disciplines. Previous research has not investigated the origins of brand love, specifically, its critical connection to the components of the promotion mix. This study employs the Tri-component attitude model as a theoretical foundation to investigate the influences of components of the promotion mix on brand love, brand loyalty, and word-of-mouth. The survey questionnaire was developed from the relevant literature and deployed in Khon Kaen Province, Thailand. Through convenience sampling, 276 individuals from Generation-Z participated in the survey. The Integrated Generalized Structured Component Analysis (IGSCA) was employed using GSCA Pro 1.2.1 software to assess the structural model. Findings show that advertising, personal selling, and sales promotion can predict variance in brand love, which can further predict the variance in brand loyalty and word-of-mouth. Several promotional mix strategies specific to each gender are proposed for practical use with online fashion brands to induce a love for online fashion brands.

Keywords: Brand love, brand loyalty, online fashion, retail, promotion mix

1. INTRODUCTION

Retail trade is crucial in each national economy and represents the supply chain's endpoint (Ashutosh Kolte, 2021). In Thailand, one retail business which has experienced significant growth is online fashion, marked by an 85.8% increase from the previous year, reaching 505 billion Thai Baht in 2023 (Statista, 2023). Meanwhile, competition in this sector is also highly intense, and thus, pursuing competitive advantages through various strategies

[1] Kittipong Napontun is currently an assistant researcher in the Consumer Insights in Sports or Service-Related Business Research Unit at Chulalongkorn University. He is also pursuing a master's degree in Branding and Marketing at Chulalongkorn Business School. Email: kittipong.n51@gmail.com

[2,*] Dr. Prarawan Senachai (Corresponding Author), is a lecturer in the Department of Marketing at the Faculty of Business Administration and Accountancy at Khon Kaen University in Thailand. She obtained her doctoral degree in Marketing Communication from the Faculty of Arts and Design at the University of Canberra, Australia. Her research interests include Communications & Media, Customer Relationship Management, Service Marketing, and research related to the field of marketing. Email: prarse@kku.ac.th

[3] Dr. Puthipong Julagasigorn is a lecturer in the Hospitality and Tourism Management Department, International College for Sustainability Studies, Srinakharinwirot University, Bangkok, Thailand. He obtained his Ph.D. in Business Administration from Thammasat Business School. His research interests include marketing, consumer behaviour and psychology, passenger transport, and logistics and supply chains. Email: puthipong@g.swu.ac.th

[4] Damisa Chuenpreecha is currently working as an assistant researcher in the Consumer Insights in Sports or Service-Related Business Research Unit, Chulalongkorn University. Email: damisa.chu@gmail.com

and techniques is crucial (Gudonavičienė & Alijošienė, 2008). Retail techniques that marketers use include price wars, improving operational efficiency, utilization of information technology, and enhancement of organizational culture (McGoldrick, 1998; Palmer & Beddall, 1997; Piercy, 1999). However, these strategies may not be sufficient in the current competitive climate. Cultivating brand love has consequently become a significant strategy used in the highly competitive retail context and marketing domain (Thestrategystory, 2022). When customers love a brand, they are more likely to become loyal customers (Gumparthi & Patra, 2020; Islam & Rahman, 2016), allowing companies to reduce costs and increase revenue (Gumparthi & Patra, 2020).

Brand love describes the affective feelings of a group of satisfied consumers toward a brand (Bagozzi et al., 2017; Gumparthi & Patra, 2020) which can be strengthened through experience-based factors (Bıçakcıoğlu et al., 2018); this can create positive word-of-mouth (Ismail & Melewar, 2015), engagement (Islam & Rahman, 2016), impulse-buying of fashion products, and customer loyalty (Gumparthi & Patra, 2020). In short, brand love is a passionate emotional attachment between customers and a brand (Bıçakcıoğlu et al., 2018; Gumparthi & Patra, 2020; Han & Choi, 2019). It has emerged as a critical metric recognized as one of the most reliable indicators for assessing brand strength (Batra et al., 2012). It helps companies to enhance their marketing activities and save costs (Gumparthi & Patra, 2020). This emphasis is particularly pronounced in the fashion business, where symbolic meaning is more evident than in other product categories (Escalas & Bettman, 2005). Fashion products can quickly and clearly convey symbols, identities, and social status for individuals (Han & Choi, 2019; O'Neal & Lapitsky, 1991). The development of brand love is considered a primary objective for marketers (Thestrategystory, 2022) because the more customers love a brand, the more they repurchase products and services from the respective company (Bıçakcıoğlu et al., 2018).

In the literature, studies involving brand love have been increasing over the past two to three decades (Gumparthi & Patra, 2020; Han & Choi, 2019), where the creation of brand love can be seen as an emerging concept in the field of brand management (Vernuccio et al., 2015). Despite the importance of brand love, the literature on this topic remains limited (Han & Choi, 2019). Existing research predominantly emphasizes explaining the impact of brand love on various consumer behaviors, such as brand loyalty and word-of-mouth (Anggara et al., 2023; Ayuningsih & Maftukhah, 2020; Roy et al., 2016), rather than delving into the origins of brand love, resulting in a relatively limited understanding of this aspect (Han & Choi, 2019; Riivits-Arkonsuo & Leppiman, 2015), particularly within the context of online fashion retail (Gumparthi & Patra, 2020). Moreover, there is a call for further exploration of diverse perceptual components and consumer understanding, crucial factors contributing to emotional attachment and brand love (Han & Choi, 2019).

Researchers have highlighted the need for a more comprehensive examination of the multifaceted aspects of consumer perception, which is a significant determinant influencing emotional attachment to brands and the subsequent development of brand love (Han & Choi, 2019). Previous studies have recognized the effectiveness of the promotion mix as a tool that informs, educates, and creates consumer attraction to brands, potentially leading to the development of brand love (Berezan et al., 2016; Han & Choi, 2019; Lang et al., 2022). Despite the significant role of the promotıon mix, no empirical evidence has been collected connecting the promotion mix components and brand love. This gap underscores the importance of further investigation to provide empirical insights into the relationship between the promotion mix and brand love.

This study aims to employ the Tri-component attitude model as a theoretical foundation to further investigate the influence of the promotion mix components as an exogenous construct on three endogenous constructs: brand love, brand loyalty, and word-of-mouth. These constructs are tested through a specific Structural Equation Modeling (SEM) approach, the

Integrated Generalized Structured Component Analysis (IGSCA). The general use of SEM emphasizes variables with significant implications for the dependent variable but may not necessarily consider every influential factor listed. In this study, a necessary condition analysis (NCA) is employed to identify the essential factors, often referred to as "must-have" elements (Richter et al., 2020). Unlike conventional analysis methods which use symmetric-quantitative approaches, and focus on a sufficient logic basis, NCA zeroes in on the indispensable conditions crucial for the outcome. Integrating the NCA with SEM in this study helps to enhance the study's ability to provide more appropriate and comprehensive discoveries. Regarding the target population, this research examines the behavior of Generation-Z individuals born between 1997 and 2012 (Dimock, 2019). This demographic is considered a key target market for many fashion brands (Han & Choi, 2019), as individuals from this demographic possess trendsetting abilities, a propensity to adopt new products, and significant potential to become lifelong customers (Bush et al., 2004). As fashion brands often have well-defined gender-specific target groups (Handa & Khare, 2013; Rocha et al., 2005), a multigroup analysis of gender differences is also performed with the aim of revealing ideas for the creation of promotion mix strategies for specific target groups, and highlighting the practical implications of the study. Accordingly, this research makes three contributions: (1) to the brand love literature, by expanding knowledge regarding the origins of brand love in the online fashion context, (2) to the SEM literature, by demonstrating the use of NCA with SEM analysis to discover insights, and (3) to marketing practices, by interpreting all findings and providing practical guidelines related to brand management strategies for business operators.

The following content includes a literature review on brand love, the components of the promotion mix, brand loyalty, and word-of-mouth, accompanied by the proposed hypotheses. Part 3 will elucidate the research methodology, followed by a presentation and discussion of the study findings. Subsequently, the study results will be summarized alongside the theoretical and practical implications. The final section outlines the study's limitations.

2. LITERATURE REVIEW

2.1 Theoretical Background

The Tri-component attitude model employed in this study, has already been used with theories in marketing and brand management (Huang & Bunchapattanasakda, 2023). It is a foundational conceptual framework for comprehending the three primary stages of the consumer purchasing process (Lavidge & Steiner, 1961). The first stage, Cognitive, pertains to how individuals perceive and comprehend information about a product. This stage involves the perception and learning of the received information system (Fishbein & Ajzen, 1977; Li, 2013). In this study the promotion mix is defined as belonging to the cognitive stage, making consumers aware of and comprehending brand information. The second stage, Affective, signifies the brand's emotional impact on consumers after gaining knowledge and understanding of the product brand (Han & Choi, 2019). The emotional impact can be interpreted as an individual's emotional response to the information system. Emotion can be positive or negative, leading to favorable or unfavorable evaluations (Li, 2013; Loh et al., 2022). In this study, brand love has been designated as affective. Finally, when consumers' emotions translate into actions, they reach the Conative stage. This stage pertains to individuals' behavioral intentions (Fishbein & Ajzen, 1977). Many researchers have shown that behavioral intentions toward brands involve brand loyalty (Batra et al., 2012; Bıçakcıoğlu et al., 2018) and word-of-mouth (Amaro et al., 2020; Batra et al., 2012; Bıçakcıoğlu et al., 2018). Thus, brand loyalty and word-of-mouth are designated as conative in this study.

A conceptual framework for the research, consisting of eight variables and seven hypotheses, was formulated, based on the Tri-component attitude model and the relevant literature provided in the next section, as presented in Figure 1. The next section reviews the literature relevant to brand love, the promotion mix, brand loyalty, and word-of-mouth.

Figure 1 Conceptual Model
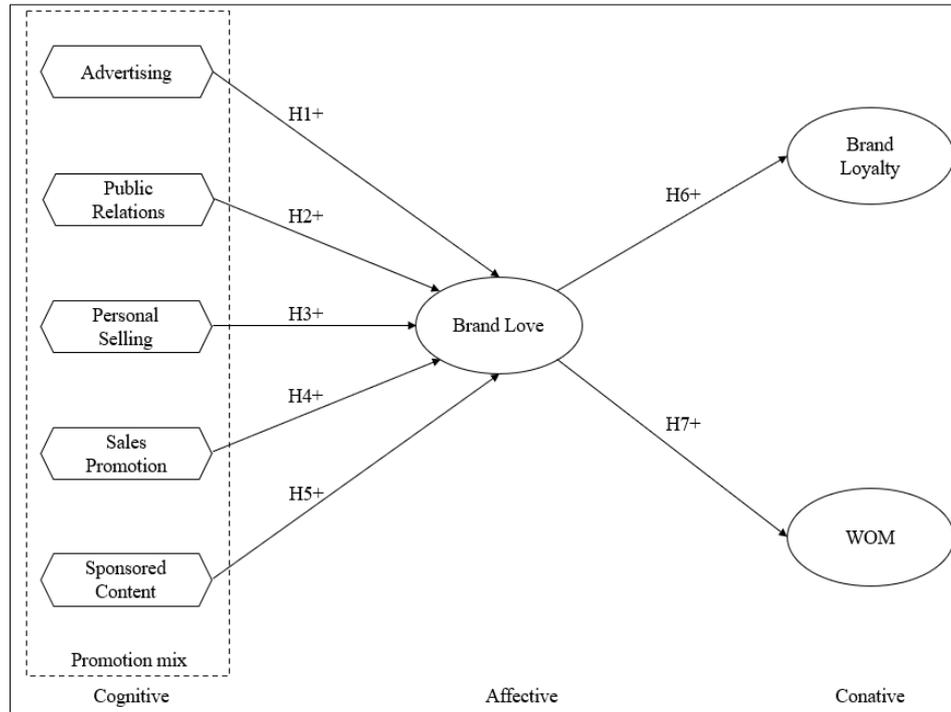
Note. Hexagon = Component, and Square = Observed variable

2.2 Brand Love

Brand love refers to the emotional bond between a brand and its consumers (Han & Choi, 2019). It indicates the affective feelings of satisfaction within a group of consumers (Bagozzi et al., 2017; Gumparthi & Patra, 2020) and the level of emotional attachment that consumers have towards the brand (Carroll & Ahuvia, 2006). Consumers' emotional attachment to a brand is widely accepted as one of the most reliable indicators for measuring brand strength (Batra et al., 2012). The concept of building brand love is vital to scholars and marketers, as satisfied customer groups tend to become loyal customers (Gumparthi & Patra, 2020; Islam & Rahman, 2016). In the context of fashion brands, Han and Choi (2019) found that perceptions of fashion brands can create emotional bonds between consumers and brands (e.g., brand love). When consumers become more familiar with a particular fashion brand, they tend to develop a stronger emotional attachment to that brand, resulting in positive word-of-mouth (Islam & Rahman, 2016; Ismail & Melewar, 2015), engagement (Islam & Rahman, 2016), and customer loyalty (Gumparthi & Patra, 2020; Islam & Rahman, 2016), resulting in profitable earnings for the company (Gumparthi & Patra, 2020).

2.3 Promotion Mix

The promotion mix (also referred to as Integrated Marketing Communications when utilizing one or more promotional tools) comprises communication tools that transmit information about products or organizations to consumers, influencing consumer behavior

(Delima et al., 2019). The major benefit of using a promotion mix is creating profitable long-term relationships (Porcu et al., 2012). It has the main objectives to inform (Mihart, 2012; Porcu et al., 2012), to listen (Porcu et al., 2012), to motivate (Mihart, 2012), to respond (Porcu et al., 2012), and to understand, the actual behavior of the people (Mihart, 2012). Thus, organizations carefully use a combination of the promotion mix elements to provide clarity, consistency, and generate maximum communication impact by seamlessly integrating discrete messages about the organization and its products (Kotler, 2001).

Generally, the primary objective of marketing communication strategies is to assist organizations in achieving more targeted and specific marketing goals (Brownlie, 1995). Previous research has indicated that the promotion mix can help to impart knowledge and understanding of products or brands to consumers, potentially leading to emotional involvement and the development of brand love (Han & Choi, 2019). However, the promotion mix is among the most challenging and controversial research areas (Mihart, 2012). To the best of our knowledge, existing research lacks empirical evidence linking the promotion mix and brand love.

In selecting a promotional mix model for analysis, we opted for the model by Kotler and Armstrong (2010), which includes advertising, sales promotion, sponsorship, and public relations. This model is considered to have the least redundancy (Lang et al., 2022). Furthermore, these tools were adapted to align with the current online context, for instance, transforming sponsorship into sponsored content. Moreover, personal selling was incorporated as a component of the promotion mix, as this tool has been widely utilized in past integrated promotional mix frameworks (Herrera et al., 2002). As a result, in this study, the promotion mix comprises five tools for analysis. The tools within the promotion mix are classified as components as each tool can operate independently but can also sometimes be used for the same purpose.

2.3.1 Advertising

Kotler and Keller (2011) define advertising as any paid form of non-personal marketing communication related to an organization, product, service, or idea; it involves considerations of imagery and language in communication. Advertising is one of the primary means of communication with customers; it aids in creating awareness and brand image (Kumar & Leone, 1988; Wang et al., 2009). Maxian et al. (2013) identified the potential of advertising to enhance emotional relationships with a brand logo. The positive experiences of consumers resulting from advertising tend to affect consumers' emotional perceptions of the brand (e.g., brand love). Additionally, Madadi et al. (2021) found that advertising has a positive impact on brand love, leading to the proposal of the following hypothesis:

H1: Advertising positively influences brand love.

2.3.2 Public Relations

Kotler and Armstrong (2010) define public relations as the practice of building positive relationships with various publics of an organization to create a favorable organizational image and manage negative publicity, stories, or events. Public relations are often seen as a highly effective tool in the promotional mix that can foster mutually beneficial relationships between an organization and its target audience (Huang & Zhang, 2013). Lang et al. (2022) found that the impacts of public relations include elevating brand value and creating an emotional attachment to the brand. This leads us to propose the following hypothesis:

H2: Public relations positively influence brand love.

2.3.3 Personal Selling

Kotler and Armstrong (2010) defined the use of personal selling as the practice of using company employees to present, receive messages, and answer questions, engaging consumers

and building positive relationships, and leading to positive consumer responses toward a product (Brady & Cronin, 2001; Goff et al., 1997). For example, personal selling in social media allows sales representatives to reach a broader audience (Agnihotri et al., 2012) through live streaming. The advantage is that personal selling can establish relationships with consumers, enabling them to understand consumer needs and provide information or answer questions promptly. The drawback is that personal selling requires long-term commitment (Arkansyah et al., 2021). Alavi et al. (2018) found that personal selling with solid communication skills can create emotional attachments with customers. We propose the following hypothesis accordingly:

H3: The use of personal selling positively influences brand love.

2.3.4 Sales Promotion

Kotler and Armstrong (2010) defined sales promotion as a diverse set of short-term incentive tools, primarily designed to stimulate immediate and higher purchases by the target audience. Sales promotion has been considered one of the strongest influences on short-term sales and consumption behaviors (Raghubir, 2004). Sales promotion plays a vital role for marketers (Familmaleki et al., 2015b), especially when companies want to increase sales (Meo et al., 2014; van Heerde & Neslin, 2017) by stimulating consumers' purchase decisions (Familmaleki et al., 2015a). Sales promotions are considered to be a technique that can facilitate the task of either personal selling or advertising (Momani & Magatef, 2016). Therefore, sales promotions provide a sustained competitive advantage for businesses (Familmaleki et al., 2015a).

Prior research has indicated that sales promotion can enhance brand awareness and increase consumer demand, especially when introducing new products (Buil et al., 2013; Yi & Yoo, 2011). For example, coupons can initiate consumer purchases (Ataman et al., 2010). Schwarz (2012) found that consumers' positive experiences with sales promotion can be a significant factor in emotionally evaluating products, potentially creating and sustaining the relationship between customers and brands. Thus, we hypothesize:

H4: Sales promotion positively influences brand love.

2.3.5 Sponsored Content

Sponsored content is a tool that has evolved from sponsorship (Boerman et al., 2017). Sponsorship involves organizational investment via cash or assets in a specific activity to gain commercial access that can be leveraged and which is relevant to that activity (Meenaghan, 1991). In the context of this study, it refers to being a sponsor in the activities of individuals who are influencers in social media (Stubb et al., 2019). Compared to other components of the promotional mix, sponsorship requires a high investment but may not convey the brand message as explicitly (Lane Keller, 2001). However, Lang et al. (2022) found that sponsorship elevates brand value and can foster an emotional attachment with customers, especially when customers already have an affinity for the activities or personalities of the brand sponsors. This increases the likelihood of customers' interest and empathy towards the sponsored brand (Tsordia et al., 2018). Therefore, we hypothesize:

H5: Sponsored content positively influences brand love.

2.4 Brand Loyalty and Word-of-Mouth (WOM)

Oliver (2010) defined brand loyalty as a wholehearted commitment to consistently purchase or favor products or services from a particular brand. Companies prefer to increase their profits by caring for loyal consumers rather than constantly seeking new ones (Ismail & Melewar, 2015; Reichheld & Teal, 1996). Several researchers have emphasized the significant

role of brand love in cultivating brand loyalty among consumers (Batra et al., 2012; Cuong, 2020; Drennan et al., 2015; Gumparthi & Patra, 2020; Huang, 2017; Islam & Rahman, 2016), including in the context of fashion products (Ferreira et al., 2019; Gumparthi & Patra, 2020; Han & Choi, 2019; Salem et al., 2019).

Word-of-Mouth (WOM) refers to the process in which consumers share information and express their opinions about products, brands, or services (Hankinson, 2004). It is a non-commercial and informal communication (Ayuningsih & Maftukhah, 2020; Nguyen & Romaniuk, 2014). Word-of-mouth significantly influences consumer decision-making (Nguyen & Romaniuk, 2014) as it is perceived as more trustworthy and credible than messages conveyed by companies or organizations (Zhang et al., 2013). Therefore, word-of-mouth plays a crucial role in the success of businesses. Previous research has indicated that brand love positively predicts word-of-mouth behavior. In other words, when consumers develop a strong brand love, they are more likely to engage in positive word-of-mouth regarding the brand (Bairrada et al., 2019; Carroll & Ahuvia, 2006; Fetscherin, 2014). Past studies have identified correlations between brand love and positive consumer behavior, including brand loyalty and word-of-mouth (Amaro et al., 2020; Batra et al., 2012; Bıçakcıoğlu et al., 2018). The findings suggest that when consumers have strong brand love, this tends to result in positive behaviors toward the brand (Bıçakcıoğlu et al., 2018; Carroll & Ahuvia, 2006; Ismail & Melewar, 2015). The following hypotheses are presented accordingly:

H6: Brand love positively influences brand loyalty.
H7: Brand love positively influences word-of-mouth.

3. RESEARCH METHODOLOGY

3.1 Sample

This study was conducted in Thailand, with the sample group consisting of Generation-Z individuals born between 1997 and 2012 (Dimock, 2019), and aged between 18 and 26 years, who have experience purchasing fashion products online and encountering the promotion mix of such products. This specific age group was selected due to the fashion industry's frequent targeting of Generation Z (Bush et al., 2004; Han & Choi, 2019), especially in the online shopping context (Gumparthi & Patra, 2020). Surveys were distributed to university students in Khon Kaen Province, Thailand, using convenience sampling. Participants were asked to first specify the name of the fashion product brand they had previously purchased online. Following this, they were requested to identify the fashion product brand they liked the most and had purchased online. They were also asked to respond to questions regarding their relationship with the brand they liked the most, such as brand love, word-of-mouth, and brand loyalty, similar to previous studies on brand love (Batra et al., 2012; Han & Choi, 2019; Thomson et al., 2005). There were a total of 312 respondents in this study. However, it was found that 36 respondents had no experience in specific components of the marketing mix (personal selling and sponsored content). This resulted in a final sample size of 276 respondents. The sample size was determined based on the guidelines of Tye-Din et al. (2010), which recommended a sample size of over 200 respondents. Therefore, the sample size was deemed to be appropriate for analysis. The respondents' demographic profile is reported in Table 1.

Table 1 Population Demographics

Respondent profile	Category	Frequency	Percent
Gender	Male	133	48.2
	Female	143	51.8
Age	18-20	164	60.3

Table 1 (Continued)

Respondent profile	Category	Frequency	Percent
	21-23	102	37.5
	24-26	6	2.2
Average monthly income	< 5,000	69	25
	5,001 - 10,000	144	52.2
	10,001 - 15,000	48	17.4
	15,001 – 20,000	9	3.3
	20,001 – 25,000	2	0.7
	25,001 – 30,000	3	1.1
	> 30,001	1	0.4
Average online purchases per month	< 1	56	20.3
	1-2	117	42.4
	3-4	54	19.6
	5-6	27	9.8
	7-8	18	6.5
	9-10	4	1.4
	> 10	0	0

3.2 Instruments

The survey was conducted via a questionnaire consisting of three parts. Part-1 consisted of questions related to the relationship between the sample group and fashion brands, covering aspects such as brand love, word-of-mouth, and brand loyalty, totaling 12 items (see Table 2). Indicators were adapted from Rageh Ismail and Spinelli (2012), Brakus et al. (2009), and Han and Choi (2019). Part-2 focused on the promotion mix of the fashion brands, encompassing advertising, public relations, personal selling, sales promotion, and sponsored content. It included 20 items adapted from Lang et al. (2022), Hsieh and Li (2008), Elgarhy and Mohamed (2022), and Rajh and Ozretić Došen (2009) (see Table 2). All indicators were assessed using a seven-point Likert scale anchored from 1 "Strongly Disagree" to 7 "Strongly Agree" (Brakus et al., 2009; Hsieh & Li, 2008; Rageh Ismail & Spinelli, 2012). Part-3 collected demographic information, including gender, age, monthly income, and average monthly online shopping behavior.

3.3 Data Analysis

An Integrated Generalized Structured Component Analysis (IGSCA) was employed to assess the structural model and was conducted using the GSCA Pro 1.2.1 (Napontun et al., 2023) software developed by Hwang et al. (2023). Convergent validity was used to assess the criteria as follows. Factor loadings should surpass 0.7 for intense levels and 0.6 for acceptable levels. The recommended threshold for Average Variance Extracted (AVE) is to be above 0.50, while Composite Reliability (CR) should exceed 0.70 (Benitez et al., 2020; Hair et al., 2020; Manosuthi et al., 2021). Discriminant validity was evaluated using the Heterotrait-Monotrait Ratio of Correlations (HTMT), with a recommended threshold of below 0.85. According to the Fornell-Larcker criterion, the square root of AVE for each construct should surpass the inter-construct correlations to confirm discriminant validity (Hair et al., 2020; Henseler et al., 2015). Regarding the model fit criteria, the recommended thresholds are as follows: Standardized Root Mean Square Residual (SRMR) should be below 0.08 and the Goodness of Fit Index (GFI) should be above 0.9 (Benitez et al., 2020; Hair et al., 2020; Manosuthi et al., 2021).

In the NCA model, aggregated factor scores obtained from the IGSCA were used, following the guidelines recommended by Dul (2016). This technique is increasingly employed, as evidenced in the SEM literature (Satitsamitpong et al. (2024); Manosuthi et al. (2022); Pinthong et al. (2024); Sathatip (2024). This study employs a component-based SEM approach, generating suitable linear composite scores for further analysis. The threshold for a variable to be considered a necessary condition in the NCA is having a p-value < .05.

4. RESULTS

4.1 Results of the Construct Validity, Discriminant Validity, and Model Fit Indices

As shown in Table 2, the results indicate that convergent validity was established: the factor loadings ranged from .619 to .935, with AVE values ranging from .595 to .782; and CR values ranging from .853 to .935 (Benitez et al., 2020; Hair et al., 2020; Manosuthi et al., 2021). Table 3 reports the HTMT values, which ranged between .225 and .729, while the square root of AVE for each construct, was greater than the inter-construct correlations, establishing sufficient discriminant validity (Hair et al., 2020).

The analysis of the model fit indices, presented in Table 2, reveals that the SRMR had a value of .05 and the GFI had a value of .985. These results demonstrate the adequacy of the structural equation model (Benitez et al., 2020; Hair et al., 2020; Manosuthi et al., 2021).

Table 2 Results of Structural Model Analysis and Model Fit Indices

Measurement items	Mean	SD	Weights	Loadings
Advertising (AVE=.595 CR =.853)				
I think the advertisements of this brand are very interesting.	5.47	1.046	.363	.864
I think the advertising of this brand is effective in communication.	5.37	1.075	.341	.811
I frequently observe advertisements for this brand.	5.40	1.213	.260	.619
I am impressed by the advertisements of this brand.	5.24	1.093	.323	.770
Public Relations (AVE=.633 CR =.895)				
I have encountered the public relations messages of this brand more frequently than those of the competing brands.	4.51	1.498	.217	.686
I like that this brand conducts public relations activities that enhance consumer understanding of the brand and its products.	5.02	1.406	.263	.832
I like that this brand handles various issues that arise with the brand and its products promptly and sincerely.	5.02	1.392	.267	.843
I like that this brand can respond to consumer feedback promptly and sincerely.	5.03	1.280	.259	.820
I like that this brand consistently engages in public relations activities.	5.18	1.399	.248	.785
Personal Selling (AVE=.782 CR =.935)				
I see that the personal selling of this brand is always ready to assist customers.	5.61	1.102	.273	.853
I like that the personal selling of this brand can help customers.	5.59	1.110	.291	.909
I observe that the personal selling of this brand is friendly.	5.63	1.086	.284	.889
I like that the personal selling of this brand is enthusiastic about helping customers.	5.56	1.185	.283	.885
Sales Promotion (AVE=.621 CR =.867)				
I like this brand's sales promotion programs.	5.57	1.012	.334	.831
I am interested in this brand's sales promotion programs.	5.53	0.981	.351	.872

Table 2 (Continued)

Measurement items	Mean	SD	Weights	Load-ings
I see this brand's sales promotion programs more frequently than those of the competitors.	5.12	1.196	.294	.732
I participate in this brand's sales promotion programs.	5.03	1.379	.284	.706
Sponsored Content (AVE=.728 CR =.889)				
I like that this brand serves as a sponsor for influencer content.	5.08	1.436	.366	.799
I often purchase this brand because it sponsors influencer content.	4.72	1.629	.401	.875
I perceive that this brand has a positive image because it supports influencer content.	4.98	1.541	.405	.884
Brand Love (AVE=.724 CR =.931)				
This brand is good.	5.70	0.941	.294	.851
This brand makes me feel good.	5.72	0.968	.298	.861
This brand is awesome.	5.50	1.036	.301	.871
I love this brand.	5.38	1.133	.283	.818
Brand Loyalty (AVE=.736 CR =.918)				
If I had to choose again, I would still choose this brand.	5.48	1.123	.281	.826
I will continue to purchase this brand in the future.	5.59	1.103	.281	.828
I continue to buy this brand even though other brands have similar features.	5.11	1.315	.309	.910
I continue to buy this brand even though other brands are equally good.	5.06	1.338	.294	.865
Word-of-Mouth (AVE=.77 CR =.93)				
When discussing this brand in conversation, I would recommend it.	5.11	1.323	.278	.855
I recommend this brand every time someone asks for my advice.	5.00	1.323	.291	.895
I recommend this brand to my friends and/or family.	5.11	1.330	.303	.935
I suggest that friends and family purchase this brand.	5.09	1.283	.267	.822
SRMR = .05 GFI=.985				

Table 3 Results of Discriminant Validity

Construct	AD	PR	PS	SP	SC	BL	BLY	WOM
AD	**.772**	*.599*	*.479*	*.416*	*.577*	*.501*	*.484*	*.463*
PR	.582	**.795**	*.601*	*.502*	*.495*	*.348*	*.423*	*.462*
PS	.470	.597	**.884**	*.441*	*.225*	*.385*	*.44*	*.385*
SP	.404	.492	.439	**.788**	*.488*	*.410*	*.399*	*.459*
SC	.546	.479	.220	.477	**.853**	*.339*	*.307*	*.312*
BL	.499	.340	.381	.403	.334	**.851**	*.629*	*.605*
BYL	.477	.415	.433	.390	.302	.617	**.858**	*.729*
WOM	.465	.453	.381	.454	.307	.597	.715	**.877**

Note. Advertising=AD, Public Relations=PR, Personal Selling=PS, Sales Promotion=SP, Sponsored Content=SC, Brand Love=BL, Brand Loyalty=BLY and Word-of-Mouth=WOM.
Italic numbers are the HTMT values; non-italic numbers are the Fornell-Lacker values indicating the square root of AVE for each construct (in bold) and the inter-construct correlations.

4.2 Hypothesis Testing Results

The results of the hypothesis testing are presented in Table 4 and Figure 2. Results were found to support most hypotheses, similar to Bıçakcıoğlu et al. (2018); Kim and Kim (2018);

Madadi et al. (2021), while Hypotheses 2 and 5 were not supported. The results revealed that only three components of the promotion mix significantly influence brand love. Advertising, personal selling, and sales promotion, together predict 31.3% of the variance in brand love, which itself predicts 38% of the variance in brand loyalty and 35.7% of the variance in word-of-mouth.

Table 4 Hypothesis Testing Results

Hypothesis	Estimate	SE	95% CI	Result
H1: Advertising → Brand Love	.371*	0.095	[.2; .523]	Supported
H2: Public Relations → Brand Love	-.096	0.099	[-.296; .089]	Not Supported
H3: Personal Selling → Brand Love	.164*	0.073	[.036; .324]	Supported
H4: Sales Promotion → Brand Love	.209*	0.087	[.03; .374]	Supported
H5: Sponsored Content → Brand Love	.042	0.088	[-.146; .223]	Not Supported
H6: Brand Love → Brand Loyalty	.617*	0.064	[.472; .724]	Supported
H7: Brand Love → Word-of-Mouth	.597*	0.055	[.46; .705]	Supported

Note. * = .05 Significance level

Figure 2: Hypothesis Testing Results
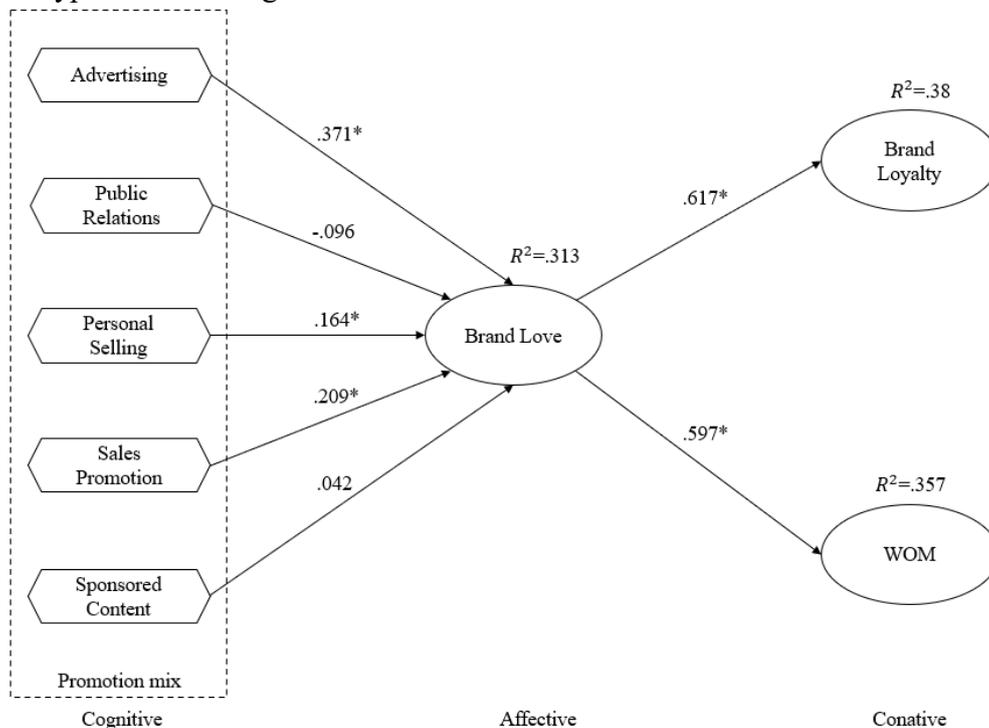
Note. Hexagon = Component, and Square = Observed variable
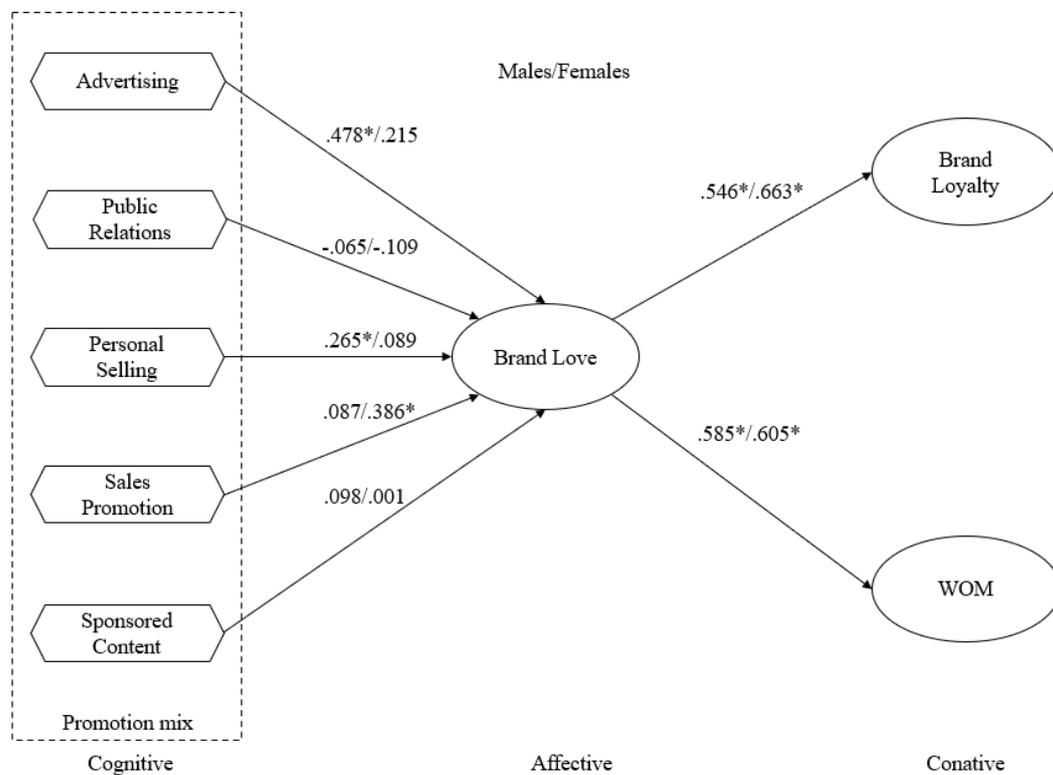   * denotes the .05 Significance level

The results of the multigroup analysis, including the results of the hypothesis testing, path coefficients, standard errors, and 95% confidence intervals, are presented in Table 5 and Figure 3. It was found that, for males, advertising and personal selling had an impact on brand love. On the other hand, for females, only sales promotion influenced brand love. The analysis also revealed that brand love had an impact on brand loyalty and word-of-mouth for both groups.

Table 5: Results of Multigroup Analysis

Path coefficients	Males	SE	95% CI	Females	SE	95%CI
AD → BL	0.478*	0.08	[.3; .633]	0.215	0.152	[-.094; .493]
PR → BL	-0.065	0.124	[-.277; .194]	-0.109	0.147	[-.431; .111]
PS → BL	0.265*	0.095	[.063; .443]	0.089	0.13	[-.133; .355]
SP → BL	0.087	0.106	[-.094; .316]	0.386*	0.12	[.1; .579]
SC → BL	0.098	0.116	[-.176; .321]	0.001	0.12	[-.187; .285]
BL → BLY	0.546*	0.079	[.378; .674]	0.663*	0.088	[.466; .776]
BL → WOM	0.585*	0.07	[.43; .707]	0.605*	0.092	[.403; .727]

Note. * = .05 Significance level, Advertising=AD, Public Relations=PR, Personal Selling=PS, Sales Promotion=SP, Sponsored Content=SC, Brand Love=BL, Brand Loyalty=BLY and Word-of-Mouth=WOM

Figure 3: Results of Multigroup Analysis

Note. Hexagon = Component, and Square = Observed variable
　　　　* = .05 Significance level

4.3 NCA Results

The results of the NCA analysis for brand love indicate that advertising and personal selling are necessary conditions for brand love, with a 95% confidence level (Table 6). Additionally, the NCA analysis for both brand loyalty and word-of-mouth reveals that advertising, personal selling, and brand love are necessary conditions, at the 95% confidence level. Figure 4, 5 and 6 present the NCA plots, which provide a clear illustration of the interactions and key structures within the model.

Table 6 Single Necessary Condition Analysis

Outcome BL	CR-FDH (d)	p-value	Necessary?
AD	.27	.000	**In kind***
PR	.07	.256	In degree
PS	.22	.000	**In kind***
SP	.10	.069	In degree
SC	.08	.095	In degree
Outcome WOM	**CR-FDH (d)**	**p-value**	**Necessary?**
AD	.28	.000	**In kind***
PR	.07	.369	In degree
PS	.19	.006	**In kind***
SP	.07	.411	In degree
SC	.04	.666	In degree
BL	.33	.000	**In kind***
Outcome BLY	**CR-FDH (d)**	**p-value**	**Necessary?**
AD	.29	.000	**In kind***
PR	.07	.275	In degree
PS	.20	.001	**In kind***
SP	.07	.359	In degree
SC	.04	.554	In degree
BL	.34	.000	**In kind***

Note. CR-FDH=Ceiling Regression with Free Disposal Hull, * = .05 Significance level, Advertising=AD, Public Relations=PR, Personal Selling=PS, Sales Promotion=SP, Sponsored Content=SC, Brand Love=BL, Brand Loyalty=BLY and Word-of-Mouth=WOM
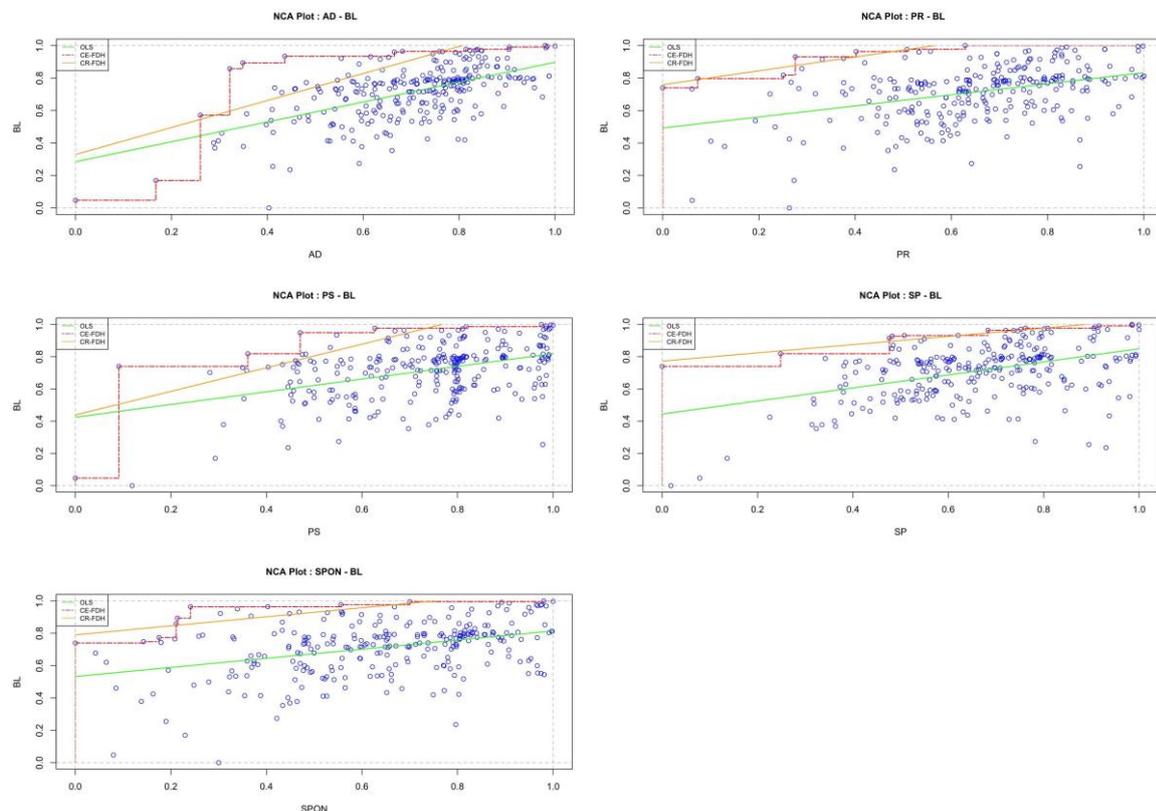
Figure 4 NCA Plots (BL as Outcome)
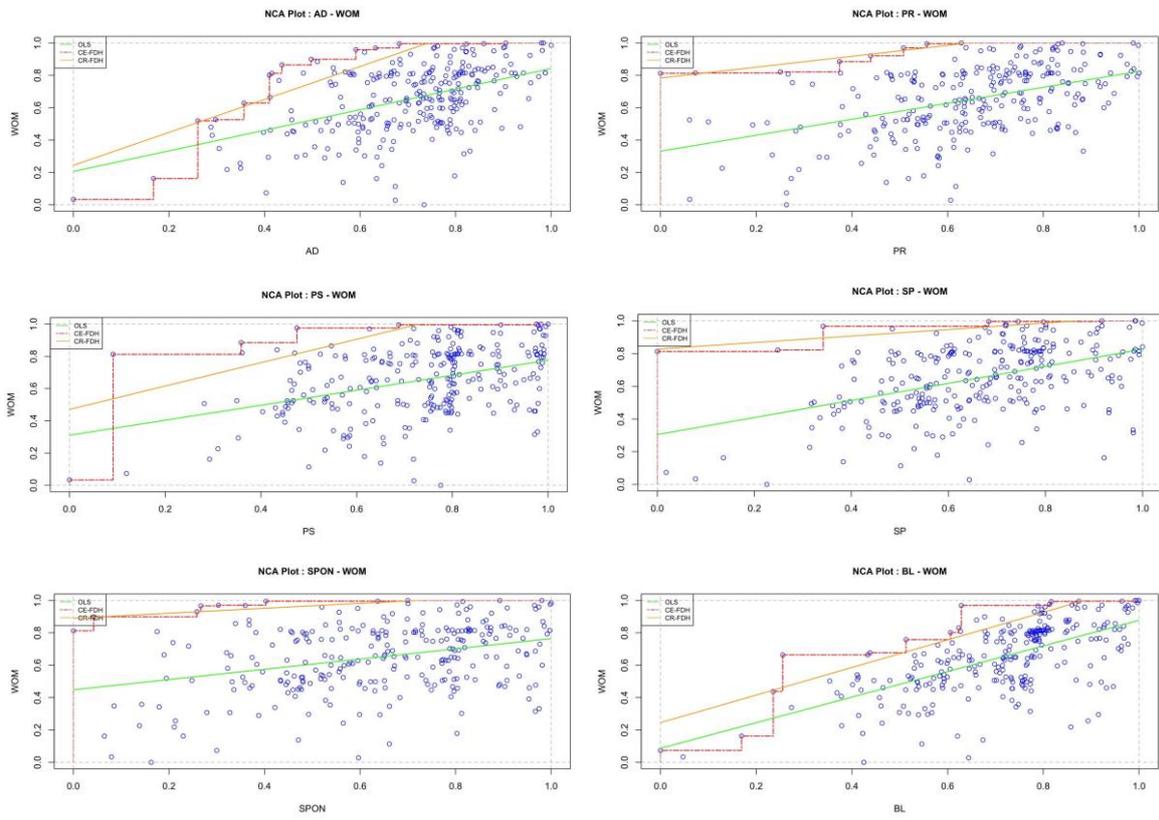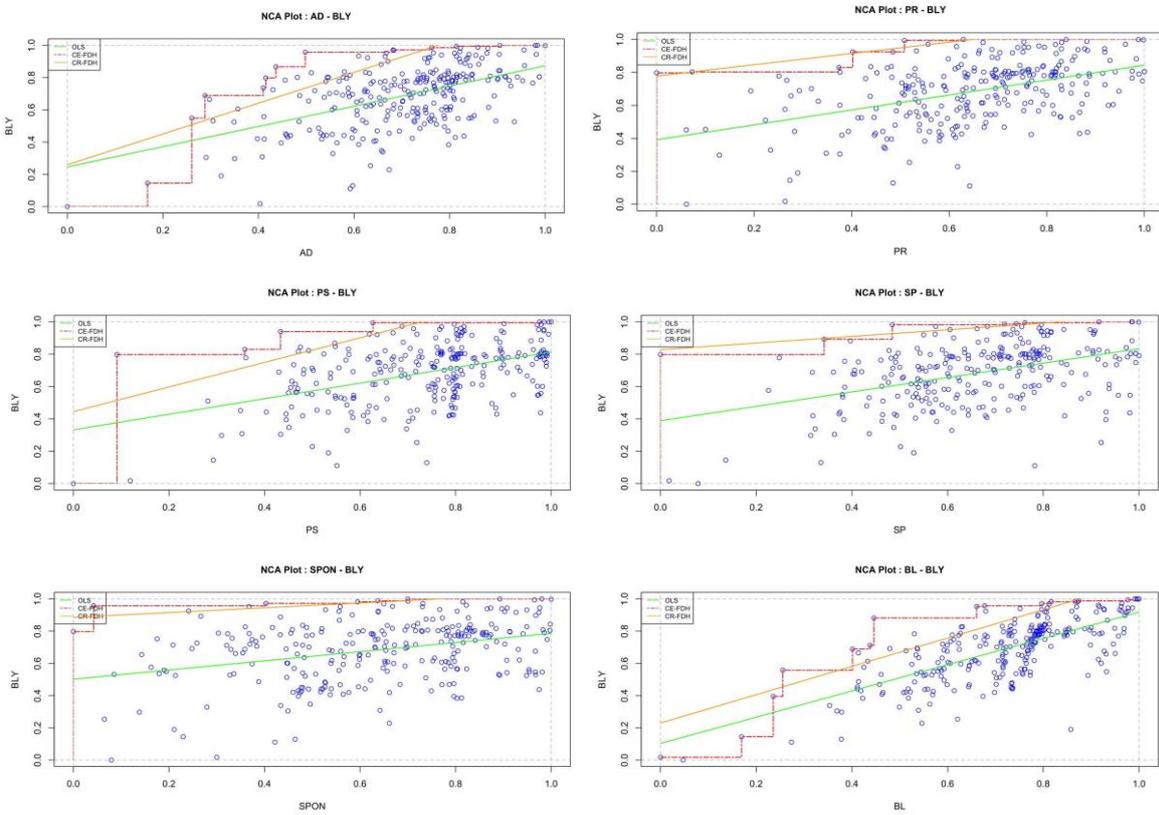
Figure 5 NCA Plots (WOM as Outcome)

Figure 6 NCA Plots (BLY as Outcome)

5. DISCUSSION

The evidence uncovered during this study supports three hypotheses: advertising was found to be the most significant influencing factor on brand love (β = .371), consistent with earlier research by Kim and Kim (2018) and Madadi et al. (2021). In the online fashion industry, advertising is often more visible to consumers than other promotion mix tools (Arkansyah et al., 2021). Advertising can attract positive attention and influence consumer attitudes (Moriarty et al., 2012). This suggests that creating advertising value is crucial. To do so, it is necessary to provide entertainment, informativeness, and customization of advertising to suit target audiences as required (Napontun & Senachai, 2023). Finally, consumers who are frequently exposed to a brand's ads receive sufficient information about products and the brand, enabling them to establish an emotional bond with the brand and ultimately leading them to love the brand.

The results of the study indicate that sales promotion has the second-highest influence (β = .209), aligning with the studies of Kim and Kim (2018) and Schwarz (2012). Sales promotion is a compelling tool to attract consumers' interest in products and brands (Gordon-Hecker et al., 2020; Koch & Benlian, 2015). Magatef and Momani (2016) noted that the success of sales promotions depends on the retailer's ability to identify the customer demographic and behavioral characteristics. One reason for respondents in this study to be interested in sales promotion at the second rank may be that sales promotions were designed to meet the respondents' needs. This further suggests that marketers should keep selecting sales promotions that meet customer needs.

Specific to personal selling, the results of this study found that personal selling is the least influencing factor (β = .164). This might be because salespeople could interact with consumers only in the virtual realm, in contrast to facing customers onsite, which would allow them to interact with their customers face-to-face. Although interacting with customers via online channels, such as through live streaming, can create an environment which captures customers' interest (Arkansyah et al., 2021), the customers in this study may receive inordinate information about products and brands, especially regarding fashion products which customers may want to see, interact with, and experience in real life. To overcome such limitations, salespeople may need to provide information that meets the needs of specific customer groups through demonstrating product usage, showcasing products, or offering product reviews according to the customers' preferences.

The results of the study did not indicate a direct impact of personal selling on brand love, which is consistent with the findings of Alavi et al. (2018). Khan (2021) found that personal selling had a meditating impact on online fashion. The customers in this study might know the brand very well, and personal selling activities might not fit their needs. Another reason could be that the advertising of these brands provided sufficient information for the customers, and they might not need any further help from sales staff.

In this study, public relations was not found to significantly influence brand love. This may be because online public relations activities are primarily focused on disseminating news and information, building a positive organizational image, and managing negative news, stories, or events, related to the organization (Huang & Zhang, 2013), and the messages in public relations may not contain the information about products and brands. As a result, the customers could not evaluate the products and therefore did not experience the emotional impact necessary for developing brand love.

Sponsored content was not found to significantly impact brand love. Being a content sponsor may not effectively convey the specific and comprehensive messages that the brand needs to communicate (Lane Keller, 2001). As a result, the customers may not receive sufficient information, preventing them from experiencing the emotional impact necessary for

developing brand love. On the other hand, customers might develop emotions and relationships with the influencers instead (Kim et al., 2016). However, Jan et al. (2023) found that sponsored content mediated brand credibility.

The results of the study revealed that brand love significantly affects brand loyalty (β = .617) and word-of-mouth (β = .597), in line with prior research by Bıçakcıoğlu et al. (2018) and Carroll and Ahuvia (2006). In other words, if customers love an online fashion brand, this will lead to positive behaviors toward that brand, including brand loyalty and word-of-mouth.

Regarding the multigroup analysis, advertising and the use of salespeople were found to significantly influence brand love among males. Meanwhile, only sales promotion significantly affected brand love among females. This suggests that males were receptive to information about products and brands through advertising and personal selling, fostering brand love in men's fashion products. In this context, advertising and salespeople are geared towards effectively communicating information about products and brands to inspire the target audience (Arkansyah et al., 2021; Langner et al., 2016). Men might not have much information regarding fashion products. Therefore, advertising and using sales personnel are more able to influence men who are more receptive to information. Additionally, compared to women, men might not engage as frequently in searching, price comparison, or seeking promotions before making purchases (Laroche et al., 2000), resulting in sales promotion efforts having a reduced impact on men.

For the female respondents in this study, various details about products and brands communicated through ads and personal selling could not induce their brand love. This discrepancy could be attributed to women's generally higher interest in fashion products when compared to men, leading them to gather information about products beforehand (Cho & Workman, 2014). As a result, diverse information from advertising and personal selling might not significantly impact brand love in women. Instead, the emphasis lies on sales promotion, which serves as a tool to attract and engage women, encouraging them to be more receptive to information about products and brands. This, in turn, has emotional implications, fostering brand love (Kim & Kim, 2018). The study further reveals that the path of influence of brand love leads to brand loyalty and word-of-mouth, which is more significant for females than males. This suggests that if women have brand love, they are more likely to exhibit positive behaviors towards the brand than men. Considering these results, women have a higher probability of conveying positive word-of-mouth and becoming brand loyal compared to men.

Interestingly, the results from the NCA test emphasize that advertising and personal selling are two crucial variables and necessary conditions for brand love, loyalty, and word-of-mouth. These findings are consistent with the results of the SEM analysis. Nonetheless, sales promotions were found to be unnecessary for brand love, loyalty, and word-of-mouth. This implies that when online fashion retailers provide sufficient information about products through advertising and salespeople who constantly communicate with the customers, it is sufficient to create a love for online fashion brands.

6. CONCLUSION

This study provides insights into utilizing the promotion mix through social media, on brand love within the context of online fashion products. This study applies the Tri-component attitude model. The results show that advertising significantly influences brand love, followed by sales promotion and personal selling; meanwhile, brand love leads to brand loyalty and word-of-mouth. Through a multigroup analysis, advertising and personal selling instigated brand love among males, while only sales promotion significantly influenced brand love among females.

6.1 Theoretical Implications

The first section explored the genesis of brand love from a promotion mix perspective, utilizing the Tri-component attitude model as the foundational basis for investigation. The promotional mix components were identified as a cognitive function, assisting consumers in understanding and comprehending the brand, thereby facilitating the emotional aspect (affective) of brand love (Han & Choi, 2019). Accordingly, this study reports that three out of the five promotional mix elements significantly impacted brand love. Furthermore, the NCA results revealed that advertising and personal selling were necessary for brand love. This underscores the theoretical success of expanding the current understanding of the genesis of brand love from a promotion mix perspective. Furthermore, it emphasizes the importance of the promotion mix in brand management strategies (Berezan et al., 2016; Keller, 2009; Lang et al., 2022). This study investigated the online fashion context, but we do not know whether the relationship between the promotional mix and brand love exists in other types of products that are not as emotionally attractive as fashion; for example, online fast-moving consumer goods and online consumer electronics that are more functional products. It remains to be seen, whether the effect of the promotional mix on brand love will be small in functional products compared to emotional products. Furthermore, it seems that not only branded products but retail stores are also interested in promoting their brands to increase customer engagement, such as through word-of-mouth and brand loyalty (Prachaseree et al., 2022; Senachai et al., 2023). It is interesting to know how the promotional mix and brand love can be a effective mechanisms to increase such engagements.

The second section adapted the promotion mix components of Kotler and Armstrong (2010) to make them more contextually suitable for a study within social media. For instance, the term "sponsorship" was modified to "sponsored content," as sponsored content is one of the popular marketing communication tools in today's social media landscape (Castillo-Abdul et al., 2022). Other promotional mix elements were also adjusted to enhance their appropriateness and alignment with the study's social media context. Statistical analysis demonstrated that all five components of the promotion mix were statistically suitable and beneficial for future research on the promotion mix in social media.

The final section of the study unveiled the varying influence of each promotion mix component, depending on the gender of the sample group (e.g., advertising had an impact on brand love for males but not females). These findings hold significant implications for devising promotion mix strategies to cultivate brand love in fashion products, whether targeting a specific gender or promoting unisex products.

6.2 Practical Implications

The results of this study can offer a crucial strategic insight for online fashion businesses on how to use the promotion mix within the social media context to enhance brand love in the online fashion market in Thailand. Segmenting is vital for marketers, especially for fashion products (Handa & Khare, 2013; Rocha et al., 2005). Marketers may make errors in formulating their promotion mix strategies if they do not carefully consider their target groups, given that fashion brands predominantly define target groups based on gender. For instance, male-oriented fashion products predominantly employ male models, while unisex products may feature male and female models. Thus, a multigroup analysis of gender differences was conducted in this study to provide ideas for developing distinct promotional mix strategies for two main segments: males and females.

1. Male-focused promotion mix: since advertising and personal selling were found to significantly impact brand love, focusing on these two tools from the promotion mix is

recommended for the male target group. Increasing the advertising budget and emphasizing the production of high-quality advertisements is recommended. It is essential to provide comprehensive information, as well as to entertain and tailor advertisements to align with male interests (Napontun & Senachai, 2023). This approach should enhance the overall effectiveness of advertisements, increasing the likelihood of cultivating brand love. Meanwhile, personal selling can be used as a complementary tool. Companies should focus on ongoing training for sales personnel, particularly with regard to improving their online selling skills. Sales staff should excel in using persuasive language and text to motivate customers effectively. Moreover, sales staff should consistently update their product-related information to provide quick responses and relevant guidance to customers (Amoako & Okpattah, 2018; Napontun & Pimchainoi, 2023). As online customers cannot physically interact with products, having sales personnel who can offer comprehensive details, such as size, texture, color, and more, helps customers to better understand the products and brands, ultimately increasing the likelihood of brand love development.

2. Female-focused promotion mix: Sales promotion has been identified as the sole tool that significantly influences brand affinity among the female demographic. It is recommended that sales promotion tools be used to foster brand affection in female-oriented fashion products. However, it is crucial to note that each sales promotion tool has a distinct impact on target behavior (Kotler & Keller, 2011). Therefore, employing various sales promotions tailored to elicit specific behaviors is imperative. This strategy entails increasing the frequency and diversification of sales promotion activities. For example, offering discounts on products, providing cashback offers for reaching a certain spending threshold, implementing buy-one-get-one promotions for items that can be used together, executing buy-one-get-one promotions for identical products, issuing member cards for point accumulation, and distributing gifts that hold value for the generational cohort, both as purchase incentives and as redeemable rewards (Senachai & Julagasigorn, 2024). Such endeavors aim to provide the female target audience with positive experiences derived from sales promotion activities and to enhance brand perception, ultimately leading to brand affection (Kim & Kim, 2018). Finally, sales promotions might facilitate personal selling or advertising (Momani & Magatef, 2016); thus, customers might quickly buy the products.

However, if one were to adopt a gender-neutral promotion mix strategy, it would be recommended to follow study results from the SEM analysis without separating groups, as illustrated in Figure 2. These results indicate that advertising exerts the most substantial influence on brand love, followed by sales promotion, and personal selling. Nevertheless, the NCA analysis provides a more comprehensive perspective. When incorporating NCA (Table 6), it becomes evident that sales promotion is not a necessary condition for brand love, brand loyalty, or word-of-mouth. Consequently, after thorough consideration, we propose that businesses allocate their budget primarily to advertising and personal selling, as these are identified as necessary conditions for these critical factors. This discovery is perceived as a significant and distinct contribution to the existing body of research, particularly regarding the interplay between the promotion mix and brand love. Furthermore, the NCA test substantiates that the components of the promotion mix are indeed necessary conditions for brand love. Conducted with a sample of the Thai population, the findings of this study are applicable to online fashion retail stores in Thailand.

7. LIMITATIONS AND FUTURE RESEARCH

Several limitations are inherent in this study. First, the study utilizes only quantitative methods, employing structural equation modeling for analysis. There have been significantly fewer qualitative studies in the stream of brand love (Gumparthi & Patra, 2020), and thus,

applying qualitative methods may lead to greater insight in identifying revelations of critical but empirical, in-depth, actionable insights. For example, employing a fuzzy set Qualitative Comparative Analysis (fsQCA) could be advantageous, as it provides causal and non-causal explanations when intricately developing and testing theories (Manosuthi et., al, 2021) Second, the study has found that specific components of the promotion mix in the context of social media, specifically advertising, personal selling, and sales promotion, significantly contribute to the development of brand love in the online fashion industry. However, the study did not thoroughly examine each component in detail, such as the types of sales promotions, the types of content used in advertising, and other related factors. A more comprehensive examination of each element within the promotion mix is required in order to better understand the potential impacts of marketing communication strategies on brand love, and the related concepts such as brand experience and brand loyalty. Investigating these topics can expand knowledge around the brand concepts from a marketing communication perspective.

Lastly, the study primarily targeted a sample group from Generation Z, aged 18-20 years, and focused on retail businesses mainly dealing in fashion products. Exploratory studies on brand love across diverse generational segments and other retail sectors is recommended in order to improve the findings' generalizability. Studying brand credibility as a mediator may be of great interest.

REFERENCES

Alavi, S., Habel, J., Schmitz, C., Richter, B., & Wieseke, J. (2018). The risky side of inspirational appeals in personal selling: when do customers infer ulterior salesperson motives? *Journal of Personal Selling & Sales Management*, *38*(3), 323-343. https://doi.org/10.1080/08853134.2018.1447385

Amaro, S., Barroco, C., & Antunes, J. (2020). Exploring the antecedents and outcomes of destination brand love. *Journal of Product & Brand Management*, *30*(3), 433-448. https://doi.org/10.1108/JPBM-08-2019-2487

Amoako, G. K., & Okpattah, B. K. (2018). Unleashing salesforce performance: The impacts of personal branding and technology in an emerging market. *Technology in Society*, *54*, 20-26. https://doi.org/10.1016/j.techsoc.2018.01.013

Anggara, A. K. D., Ratnasari, R. T., & Osman, I. (2023). How store attribute affects customer experience, brand love and brand loyalty. *Journal of Islamic Marketing*, *ahead-of-print*(ahead-of-print). https://doi.org/10.1108/JIMA-01-2022-0002

Arkansyah, M., Prasetyo, D., & Amina, N. (2021). Utilization of Tik Tok Social Media as A Media for Promotion of Hidden Paradise Tourism in Indonesia. Proceedings of the 4th International Conference on Communication & Business (ICCB 2021),

Ashutosh Kolte, A. P., Balkrishan Sangvikar and Prasanna Sawant. (2021). Financial assessment of the Indian retail sector: understanding the future direction of the industry. *International Journal of Managerial and Financial Accounting*, *13*(2), 133-158. https://doi.org/10.1504/ijmfa.2021.117770

Ataman, M. B., Van Heerde, H. J., & Mela, C. F. (2010). The Long-Term Effect of Marketing Strategy on Brand Sales. *Journal of Marketing Research*, *47*(5), 866-882. https://doi.org/10.1509/jmkr.47.5.866

Ayuningsih, F., & Maftukhah, I. (2020). The influence of product knowledge, brand image, and brand love on purchase decision through word of mouth. *Management Analysis Journal*, *9*(4), 355-369. 10.15294/MAJ.V9I4.40796

Bagozzi, R. P., Batra, R., & Ahuvia, A. (2017). Brand love: development and validation of a practical scale. *Marketing Letters*, *28*(1), 1-14. https://doi.org/10.1007/s11002-016-9406-1

Bairrada, C. M., Coelho, A., & Lizanets, V. (2019). The impact of brand personality on consumer behavior: the role of brand love. *Journal of Fashion Marketing and Management: An International Journal*, *23*(1), 30-47. https://doi.org/10.1108/JFMM-07-2018-0091

Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand love. *Journal of marketing*, *76*(2), 1-16.

Benitez, J., Henseler, J., Castillo, A., & Schuberth, F. (2020). How to perform and report an impactful analysis using partial least squares: Guidelines for confirmatory and explanatory IS research. *Information & Management*, *57*(2), 103168. https://doi.org/10.1016/j.im.2019.05.003

Berezan, O., Yoo, M., & Christodoulidou, N. (2016). The impact of communication channels on communication style and information quality for hotel loyalty programs. *Journal of Hospitality and Tourism Technology*, *7*(1), 100-116. https://doi.org/10.1108/JHTT-08-2015-0031

Bıçakcıoğlu, N., İpek, İ., & Bayraktaroğlu, G. (2018). Antecedents and outcomes of brand love: the mediating role of brand loyalty. *Journal of Marketing Communications*, *24*(8), 863-877. https://doi.org/10.1080/13527266.2016.1244108

Boerman, S. C., Willemsen, L. M., & Van Der Aa, E. P. (2017). "This Post is Sponsored" Effects of Sponsorship Disclosure on Persuasion Knowledge and Electronic Word of Mouth in the Context of Facebook. *Journal of Interactive Marketing*, *38*(1), 82-92. https://doi.org/10.1016/j.intmar.2016.12.002

Brady, M. K., & Cronin, J. J. (2001). Customer Orientation: Effects on Customer Service Perceptions and Outcome Behaviors [Article]. *Journal of Service Research*, *3*(3), 241-251. https://doi.org/10.1177/109467050133005

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What is It? How is it Measured? Does it Affect Loyalty? *Journal of Marketing*, *73*(3), 52-68. https://doi.org/10.1509/jmkg.73.3.052

Brownlie, D. (1995). Analytical Frameworks for Strategic Marketing Planning. In M. J. Baker, O. Badot, K. Bernard, S. Brown, D. Brownlie, S. Carter, K. C. Chan, B. Cova, K. Crosier, A. Diamantopoulos, B. Donaldson, S. Ennis, P. Ghauri, S. J. Hart, P. Leeflang, D. Littler, M. C. McDermott, L. McGregor, S. Rajagopal, D. Tixier, & J. Webb (Eds.), *Marketing Theory and Practice* (pp. 250-291). Macmillan Education UK. https://doi.org/10.1007/978-1-349-24260-3_14

Buil, I., de Chernatony, L., & Martínez, E. (2013). Examining the role of advertising and sales promotions in brand equity creation. *Journal of Business Research*, *66*(1), 115-122. https://doi.org/10.1016/j.jbusres.2011.07.030

Bush, A. J., Martin, C. A., & Bush, V. D. (2004). Sports Celebrity Influence on the Behavioral Intentions of Generation Y. *Journal of Advertising Research*, *44*(1), 108-118. https://doi.org/10.1017/S0021849904040206

Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, *17*(2), 79-89. https://doi.org/10.1007/s11002-006-4219-2

Castillo-Abdul, B., Pérez-Escoda, A., & Núñez-Barriopedro, E. (2022). Promoting social media engagement via branded content communication: A fashion brands study on Instagram. *Media and Communication*, *10*(1), 185-197. https://doi.org/10.17645/mac.v10i1.4728

Cho, S., & Workman, J. E. (2014). Relationships among Gender, Fashion Leadership, Need for Affect, and Consumers' Apparel Shopping Preference. *Family and Consumer Sciences Research Journal*, *42*(4), 369-385. https://doi.org/10.1111/fcsr.12070

Cuong, D. T. (2020). The impact of customer satisfaction, brand image on brand love and brand loyalty. *Journal of Adv Research in Dynamical & Control Systems*, *12*(6), 3151-3159. https://doi.org/10.5373/JARDCS/V12I6/S20201280

Delima, A., Ashary, H. M., & Usman, O. (2019). Influence of Service Quality, Product Quality, Price, Brand Image, and Promotion to Consumer Satisfaction Affecting on Consumer Loyalty (Online Shop). *Product Quality, Price, Brand Image, and Promotion to Consumer Satisfaction Affecting on Consumer Loyalty (Online Shop)(January 1, 2019)*. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3308707

Dimock, M. (2019). Defining generations: Where Millennials end and Generation Z begins. *Pew Research Center*, *17*(1), 1-7.

Drennan, J., Bianchi, C., Cacho-Elizondo, S., Louriero, S., Guibert, N., & Proud, W. (2015). Examining the role of wine brand love on brand loyalty: A multi-country comparison. *International Journal of Hospitality Management*, *49*, 47-55. https://doi.org/10.1016/j.ijhm.2015.04.012

Dul, J. (2016). Identifying single necessary conditions with NCA and fsQCA. *Journal of Business Research*, *69*(4), 1516-1523. https://doi.org/https://doi.org/10.1016/j.jbusres.2015.10.134

Elgarhy, S. D., & Mohamed, L. M. (2022). The Influences of Services Marketing Mix (7ps) on Loyalty, Intentions, and Profitability in the Egyptian Travel Agencies: The Mediating Role of Customer Satisfaction. *Journal of Quality Assurance in Hospitality & Tourism*, 1-24. https://doi.org/10.1080/1528008X.2022.2080148

Escalas, J. E., & Bettman, J. R. (2005). Self-Construal, Reference Groups, and Brand Meaning. *Journal of Consumer Research*, *32*(3), 378-389. https://doi.org/10.1086/497549

Familmaleki, M., Aghighi, A., & Hamidi, K. (2015a). Analyzing the Impact of promotion mix on consumer's purchase Decision. *Advanced Social Humanities and Management*, *2*(1), 71-81.

Familmaleki, M., Aghighi, A., & Hamidi, K. (2015b). Analyzing the influence of sales promotion on customer purchasing behavior. *International Journal of Economics & management sciences*, *4*(4), 1-6.

Ferreira, P., Rodrigues, P., & Rodrigues, P. (2019). Brand love as mediator of the brand experience-satisfaction-loyalty relationship in a retail fashion brand. http://hdl.handle.net/11328/2938

Fetscherin, M. (2014). What type of relationship do we have with loved brands? *Journal of Consumer Marketing*, *31*(6/7), 430-440. https://doi.org/10.1108/JCM-05-2014-0969

Fishbein, M., & Ajzen, I. (1977). Belief, attitude, intention, and behavior: An introduction to theory and research.

Goff, B. G., Boles, J. S., Bellenger, D. N., & Stojack, C. (1997). The influence of salesperson selling behaviors on customer satisfaction with products [Article]. *Journal of Retailing*, *73*(2), 171-183. https://doi.org/10.1016/S0022-4359(97)90002-6

Gordon-Hecker, T., Pittarello, A., Shalvi, S., & Roskes, M. (2020). Buy-one-get-one-free deals attract more attention than percentage deals. *Journal of Business Research*, *111*, 128-134.

Gudonavičienė, R., & Alijošienė, S. (2008). The specific features of marketing channel design. *Engineering Economics*, *56*(1).

Gumparthi, V. P., & Patra, S. (2020). The Phenomenon of Brand Love: A Systematic Literature Review. *Journal of Relationship Marketing*, *19*(2), 93-132. https://doi.org/10.1080/15332667.2019.1664871

Hair, J. F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, *109*, 101-110. https://doi.org/10.1016/j.jbusres.2019.11.069

Han, T.-I., & Choi, D. (2019). Fashion Brand Love: Application of a Cognition–Affect–Conation Model. *Social Sciences*, *8*(9), 256. https://www.mdpi.com/2076-0760/8/9/256

Handa, M., & Khare, A. (2013). Gender as a moderator of the relationship between materialism and fashion clothing involvement among Indian youth. *International Journal of Consumer Studies*, *37*(1), 112-120. https://doi.org/10.1111/j.1470-6431.2011.01057.x

Hankinson, G. (2004). The brand images of tourism destinations: a study of the saliency of organic images. *Journal of Product & Brand Management*, *13*(1), 6-14. https://doi.org/10.1108/10610420410523803

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, *43*(1), 115-135. https://doi.org/10.1007/s11747-014-0403-8

Herrera, F., López, E., & Rodríguez, M. A. (2002). A linguistic decision model for promotion mix management solved with genetic algorithms. *Fuzzy Sets and Systems*, *131*(1), 47-61. https://doi.org/10.1016/S0165-0114(01)00254-8

Hsieh, A. T., & Li, C. K. (2008). The moderating effect of brand image on public relations perception and customer loyalty. *Marketing Intelligence & Planning*, *26*(1), 26-42. https://doi.org/10.1108/02634500810847138

Huang, C.-C. (2017). The impacts of brand experiences on brand loyalty: mediators of brand love and trust. *Management Decision*, *55*(5), 915-934. https://doi.org/10.1108/MD-10-2015-0465

Huang, Y.-H. C., & Zhang, Y. (2013). Revisiting organization–public relations research over the past decade: Theoretical concepts, measures, methodologies and challenges. *Public Relations Review*, *39*(1), 85-87. https://doi.org/10.1016/j.pubrev.2012.10.001

Huang, Y., & Bunchapattanasakda, C. (2023). Influence of Marketing Mix Strategy on Brand Equity Enhancement of Chinese Dried Forest Fruit Brands Based on Customer Mind Model. *ABAC Journal*, *43*(4), 318-339. https://doi.org/10.59865/abacj.2023.53

Hwang, H., Cho, G., & Choo, H. (2023). GSCA Pro for Windows User's Manual.

Islam, J. U., & Rahman, Z. (2016). Examining the effects of brand love and brand image on customer engagement: An empirical study of fashion apparel brands. *Journal of global fashion marketing*, *7*(1), 45-59.

Ismail, A. R., & Melewar, T. (2015). Binational study of the impact of brand image, brand personality and brand love on word of mouth: The case of fashion brands in UK and Switzerland. Marketing Dynamism & Sustainability: Things Change, Things Stay the Same… Proceedings of the 2012 Academy of Marketing Science (AMS) Annual Conference,

Jan, M., Saima, W., Syed Aamir Alam, R., & Zain Ul, A. (2023). Consumer's Attitude Towards Sponsored Content and the Impact of Influencer's Credibility, Brand Credibility, and Influencer's Motive. *Sustainable Business and Society in Emerging Economies*, *5*(3). https://doi.org/10.26710/sbsee.v5i3.2707

Keller, K. L. (2009). Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications*, *15*(2-3), 139-155. https://doi.org/10.1080/13527260902757530

Khan, N. Z. a. J. (2021). Online personal selling, platform engagement and e-loyalty. *International Journal of Entertainment Technology and Management*, *1*(2), 185-200. https://doi.org/10.1504/ijenttm.2021.116789

Kim, M.-S., & Kim, J. (2018). Linking marketing mix elements to passion-driven behavior toward a brand. *International Journal of Contemporary Hospitality Management*, *30*(10), 3040-3058. https://doi.org/10.1108/IJCHM-10-2017-0630

Kim, M. J., Chung, N., Lee, C.-K., & Preis, M. W. (2016). Why do smartphone shoppers help others on websites? The effects of attachments on reciprocal altruism. *Information Development*, *32*(4), 920-936. https://doi.org/10.1177/0266666915575167

Koch, O. F., & Benlian, A. (2015). Promotional Tactics for Online Viral Marketing Campaigns: How Scarcity and Personalization Affect Seed Stage Referrals. *Journal of Interactive Marketing*, *32*(1), 37-52. https://doi.org/10.1016/j.intmar.2015.09.005

Kotler, P. (2001). *Marketing management, millenium edition*. Prentice-Hall, Inc.

Kotler, P., & Armstrong, G. M. (2010). *Principles of marketing*. Pearson Education India.

Kotler, P., & Keller, K. (2011). *Marketing management 14th edition*. prentice Hall.

Kumar, V., & Leone, R. P. (1988). Measuring the Effect of Retail Store Promotions on Brand and Store Substitution. *Journal of Marketing Research*, *25*(2), 178-185. https://doi.org/10.1177/002224378802500206

Lane Keller, K. (2001). Mastering the Marketing Communications Mix: Micro and Macro Perspectives on Integrated Marketing Communication Programs. *Journal of Marketing Management*, *17*(7-8), 819-847. https://doi.org/10.1362/026725701323366836

Lang, L. D., Lim, W. M., & Guzmán, F. (2022). How does promotion mix affect brand equity? Insights from a mixed-methods study of low involvement products. *Journal of Business Research*, *141*, 175-190. https://doi.org/10.1016/j.jbusres.2021.12.028

Langner, T., Bruns, D., Fischer, A., & Rossiter, J. R. (2016). Falling in love with brands: a dynamic analysis of the trajectories of brand love. *Marketing Letters*, *27*(1), 15-26. https://doi.org/10.1007/s11002-014-9283-4

Laroche, M., Saad, G., Cleveland, M., & Browne, E. (2000). Gender differences in information search strategies for a Christmas gift. *Journal of Consumer Marketing*, *17*(6), 500-522. https://doi.org/10.1108/07363760010349920

Lavidge, R. J., & Steiner, G. A. (1961). A model for predictive measurements of advertising effectiveness. *Journal of Marketing*, *25*(6), 59-62.

Li, C.-Y. (2013). Persuasive messages on information system acceptance: A theoretical extension of elaboration likelihood model and social influence theory. *Computers in Human Behavior*, *29*(1), 264-275. https://doi.org/10.1016/j.chb.2012.09.003

Madadi, R., Torres, I. M., Fazli-Salehi, R., & Zúñiga, M. Á. (2021). The Impact of Hispanic-Targeted Advertising on Consumers' Brand Love in Services. *Journal of International Consumer Marketing*, *33*(2), 137-158. https://doi.org/10.1080/08961530.2020.1767527

Magatef, S. G., & Momani, R. A. (2016). The impact of internal marketing on employees' performance in private Jordanian hospitals sector. *International Journal of Business and Management*, *11*(3), 129-148. https://doi.org/10.5539/ijbm.v11n3p129

Manosuthi, N., Lee, J.-S., & Han, H. (2021). An Innovative Application of Composite-Based Structural Equation Modeling in Hospitality Research With Empirical Example. *Cornell Hospitality Quarterly*, *62*(1), 139-156. https://doi.org/10.1177/1938965520951751

Manosuthi, N., Lee, J.-S., & Han, H. (2022). Green behavior at work of hospitality and tourism employees: evidence from IGSCA-SEM and fsQCA. *Journal of Sustainable Tourism*, *32*(1), 85-107. https://doi.org/10.1080/09669582.2022.2115051

Maxian, W., Bradley, S. D., Wise, W., & Toulouse, E. N. (2013). Brand Love is in the Heart: Physiological Responding to Advertised Brands. *Psychology & Marketing*, *30*(6), 469-478. https://doi.org/10.1002/mar.20620

McGoldrick, P. J. (1998). Spatial and Temporal Shifts in the Development of International Retail Images. *Journal of Business Research*, *42*(2), 189-196. https://doi.org/10.1016/S0148-2963(97)00112-4

Meenaghan, T. (1991). The Role of Sponsorship in the Marketing Communications Mix. *International Journal of Advertising*, *10*(1), 35-47. https://doi.org/10.1080/02650487.1991.11104432

Meo, A., Abbas, M. D., Sajjad, M. N., Rizwan, M., & Hameed, M. S. (2014). The impact of promotional tools on sales promotion. *Journal of public administration and governance*, *4*(2), 202-216.

Mihart, C. (2012). Modelling the Influence of Integrated Marketing Communication on Consumer Behaviour: An Approach based on Hierarchy of Effects Concept. *Procedia - Social and Behavioral Sciences*, *62*, 975-980. https://doi.org/10.1016/j.sbspro.2012.09.166

Momani, R. A., & Magatef, S. G. (2016). The Impact of Sales Promotion on Purchasing Decision of Children's Meals at Fast Food Restaurants in Jordan (Word Chain Restaurants) An Applied Study from Parents Point of View. *International Journal of Finance & Economics*, 1-35.

Napontun, K., Lertwachara, K., Gulthawatvichai, T., Chutiphongdech, T., Wattanawaraporn, R., Chuenpreecha, D., & Senachai, P. (2023). Captivating Spectators: Exploring the Influence of Marketing Mix Elements on Sports Event Engagement. *ABAC Journal*, *43*(3), 286-306. https://doi.org/10.59865/abacj.2023.43

Napontun, K., & Pimchainoi, K. (2023). The Influence of Marketing Promotion Tools on Customer Satisfaction and Repurchase Intention: A Study on TikTok Marketing Platform. *Service, Leisure, Sport, Tourism & Education*, *1*(2), 1-25. https://so09.tci-thaijo.org/index.php/BTSMM/article/view/1315

Napontun, K., & Senachai, P. (2023). Identifying Factors Influencing Consumers Not to Skip TrueView Advertising on YouTube. *ABAC Journal*, *43*(1), 85-102. https://doi.org/10.14456/abacj.2023.6

Nguyen, C., & Romaniuk, J. (2014). Pass it On: A Framework for Classifying the Content of Word of Mouth. *Australasian Marketing Journal*, *22*(2), 117-124. https://doi.org/10.1016/j.ausmj.2013.12.014

O'Neal, G. S., & Lapitsky, M. (1991). Effects of Clothing as Nonverbal Communication on Credibility of the Message Source. *Clothing and Textiles Research Journal*, *9*(3), 28-34. https://doi.org/10.1177/0887302x9100900305

Oliver, R. L. (2010). Consumer Brand Loyalty. In *Wiley International Encyclopedia of Marketing*. https://doi.org/10.1002/9781444316568.wiem03025

Palmer, T., & Beddall, C. (1997). The rise and rise of Tesco. *The Grocer*, *220*.

Piercy, N. (1999). Tales from the marketplace: stories of revolution. In *Reinvention and Renewal*. Butterworth-Heinemann Oxford.

Pinthong, C., Inprasertkul, T., & Phitchayamethiwat, T. (2024). Exploring Visitors' Pro-environmental Behaviors at Urban Forest Destinations. *ABAC Journal*, *44*(2). https://doi.org/10.59865/abacj.2024.14

Porcu, L., del Barrio-García, S., & Kitchen, P. J. (2012). How Integrated Marketing Communications (IMC) works? A theoretical review and an analysis of its main drivers and effects. *Communication & Society*, *25*(1), 313-348. https://doi.org/10.15581/003.25.36183

Prachaseree, K., Ahmad, N., & Isa, N. M. (2022). Reviews of Brand Equity for Online Retailers. *ABAC Journal*, *42*(1), 52-72. https://doi.org/10.14456/abacj.2022.36

Rageh Ismail, A., & Spinelli, G. (2012). Effects of brand love, personality and image on word of mouth. *Journal of Fashion Marketing and Management: An International Journal*, *16*(4), 386-398. https://doi.org/10.1108/13612021211265791

Raghubir, P. (2004). Free Gift with Purchase: Promoting or Discounting the Brand? *Journal of Consumer Psychology*, *14*(1), 181-186. https://doi.org/https://doi.org/10.1207/s15327663jcp1401&2_20

Rajh, E., & Ozretić Došen, Đ. (2009). The Effects of Marketing Mix Elements on Service Brand Equity. *Economic Research-Ekonomska Istraživanja*, *22*(4), 69-83. https://doi.org/10.1080/1331677X.2009.11517392

Reichheld, F. F., & Teal, T. (1996). The loyalty effect: The hidden force behind growth, profits and lasting. *Harvard Business School Publications*.

Richter, N. F., Schubring, S., Hauff, S., Ringle, C. M., & Sarstedt, M. (2020). When predictors of outcomes are necessary: Guidelines for the combined use of PLS-SEM and NCA. *Industrial management & data systems*, *120*(12), 2243-2267. https://doi.org/https://doi.org/10.1108/IMDS-11-2019-0638

Riivits-Arkonsuo, I., & Leppiman, A. (2015). Young consumers and their brand love. *International Journal of Business and Social Research*, *5*(10), 33-44. https://doi.org/10.18533/ijbsr.v5i10.868

Rocha, M. A. V., Hammond, L., & Hawkins, D. (2005). Age, gender and national factors in fashion consumption. *Journal of Fashion Marketing and Management: An International Journal*, *9*(4), 380-390. https://doi.org/10.1108/13612020510620768

Roy, P., Khandeparkar, K., & Motiani, M. (2016). A lovable personality: The effect of brand personality on brand love. *Journal of Brand Management*, *23*(5), 97-113. https://doi.org/10.1057/s41262-016-0005-5

Salem, S. F., Tarofder, A. K., Musah, A. A., & Chaichi, K. (2019). Brand love impact on the social media and stages of brand loyalty. *Polish Journal of Management Studies*, *20*(1), 382-393. https://doi.org/10.17512/pjms.2019.20.1.33

Sathatip, P. (2024). Triggers for Reducing Waste and Disposable Packaging: Insights from Food Truck Consumers in Thailand. *ABAC Journal*, *44*(2). https://doi.org/10.59865/abacj.2024.16

Satitsamitpong, M., Napontun, K., Senachai, P., Tovara, S., & Daengmeesee, S. (2024). Enhancing Spectator Engagement in E-sports Events. *ABAC Journal*, *44*(2). https://doi.org/doi.org/10.59865/abacj.2024.13

Schwarz, N. (2012). Feelings-as-information theory. *Handbook of theories of social psychology*, *1*, 289-308.

Senachai, P., & Julagasigorn, P. (2024). Retail mix instruments influencing customer perceived value and customer engagement: a conceptual framework and research agenda [Article]. *Humanities and Social Sciences Communications*, *11*(1), Article 145. https://doi.org/10.1057/s41599-024-02660-y

Senachai, P., Julagasigorn, P., & Chumwichan, S. (2023). The Role of Retail Mix Elements in Enhancing Customer Engagement: Evidence from Thai Fast-Moving Consumer Goods Retail Sector. *ABAC Journal*, *43*(2), 106-124. https://doi.org/10.14456/abacj.2023.18

Statista. (2023). *Fashion - Thailand*. https://www.statista.com/outlook/dmo/ecommerce/fashion/thailand

Stubb, C., Nyström, A.-G., & Colliander, J. (2019). Influencer marketing. *Journal of Communication Management*, *23*(2), 109-122. https://doi.org/10.1108/JCOM-11-2018-0119

Thestrategystory. (2022). *How can Marketers create Brand Love differently?* . https://thestrategystory.com/2022/02/17/brand-love-marketing/

Thomson, M., MacInnis, D. J., & Whan Park, C. (2005). The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of consumer psychology*, *15*(1), 77-91. https://doi.org/10.1207/s15327663jcp1501_10

Tsordia, C., Papadimitriou, D., & Parganas, P. (2018). The influence of sport sponsorship on brand equity and purchase behavior. *Journal of Strategic Marketing*, *26*(1), 85-105. https://doi.org/10.1080/0965254X.2017.1374299

Tye-Din, J. A., Stewart, J. A., Dromey, J. A., Beissbarth, T., van Heel, D. A., Tatham, A., Henderson, K., Mannering, S. I., Gianfrani, C., Jewell, D. P., Hill, A. V. S., McCluskey, J., Rossjohn, J., & Anderson, R. P. (2010). Comprehensive, Quantitative Mapping of T Cell Epitopes in Gluten in Celiac Disease. *Science Translational Medicine*, *2*(41), 41ra51-41ra51. https://doi.org/doi:10.1126/scitranslmed.3001012

van Heerde, H. J., & Neslin, S. A. (2017). Sales Promotion Models. In B. Wierenga & R. van der Lans (Eds.), *Handbook of Marketing Decision Models* (pp. 13-77). Springer International Publishing. https://doi.org/10.1007/978-3-319-56941-3_2

Vernuccio, M., Pagani, M., Barbarossa, C., & Pastore, A. (2015). Antecedents of brand love in online network-based communities. A social identity perspective. *Journal of Product & Brand Management*, *24*(7), 706-719. https://doi.org/10.1108/JPBM-12-2014-0772

Wang, Y., Sun, S., Lei, W., & Toncar, M. (2009). Examining beliefs and attitudes toward online advertising among Chinese consumers. *Direct Marketing: An International Journal*, *3*(1), 52-66. https://doi.org/10.1108/17505930910945732

Yi, Y., & Yoo, J. (2011). The long-term effects of sales promotions on brand attitude across monetary and non-monetary promotions. *Psychology & Marketing*, *28*(9), 879-896. https://doi.org/10.1002/mar.20416

Zhang, L., Ma, B., & Cartwright, D. K. (2013). The impact of online user reviews on cameras sales. *European Journal of Marketing*, *47*(7), 1115-1128. https://doi.org/10.1108/03090561311324237