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From Feeling to Fidelity: Exploring the Role of Emotional Structures on Brand Satisfaction and Loyalty

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Abstract

This study examined the relationships between four variables: BS AVE, EBA AVE, BL AVE, and BLO AVE. A correlation matrix was used to assess the strength and direction of these relationships. Pearson's r correlation coefficient was used to measure the strength of the relationships, and p -values were used to assess their statistical significance. The results showed that all of the correlations were statistically significant ($p < .001$). The strongest correlation was between BS AVE and BL AVE ($r = .902$), followed by the correlation between BS AVE and

EBA AVE ($r = .856$), and the correlation between BL AVE and BLO AVE ($r = .851$). The correlation between EBA AVE and BLO AVE ($r = .802$) was the weakest.

These findings suggest that there are strong positive relationships between all four variables. The strongest relationship is between BS AVE and BL AVE, which suggests that these two variables are the most similar. The weakest relationship is between EBA AVE and BLO AVE, which suggests that these two variables are the least similar.

Keywords: Feeling to Fidelity, Emotional Structures, Cavite

Introduction

Emotional structures on brand satisfaction and loyalty refers to the complex framework of emotional connections, perceptions, and experiences that individuals develop with a brand, which significantly influence their satisfaction levels and their propensity to remain loyal to that brand over time. This concept encompasses the deeply ingrained feelings, attitudes, and beliefs that consumers associate with a particular brand, often stemming from a combination of past interactions, marketing efforts, product quality, and overall brand image. These emotional structures are multifaceted, encompassing both positive and negative emotions, and are shaped by various factors including personal experiences, cultural influences, and social interactions. Understanding and effectively managing these emotional structures is crucial for businesses seeking to enhance customer satisfaction, foster long-term loyalty, and ultimately, drive sustainable success in today's competitive marketplace.

Currently, businesses utilize a variety of tools to maintain the interest and loyalty of their customers. Relationship marketing is one such tool, aiming to establish and nurture long-term connections with consumers. It's seen as a crucial asset for companies, reflecting a contemporary trend in marketing towards fostering effective, enduring relationships. Scholars in marketing have been diligently studying how consumers perceive brands and react to various branding initiatives. Strategic brand management has emerged as a key focus for researchers, with numerous conceptual frameworks exploring brand value and the impact of branding strategies on consumer behavior. Extensive research has led to the development of various branding models, integrating essential branding elements and examining their interactions across different contexts, as stated by Ahmadi and Atefi (2024).

According to Rakhmawati (2023)^[6], customer-centered brand satisfaction pertains to the satisfaction derived from the overall value of a transaction and the customer's experience with the goods or services. Brand satisfaction encompasses consumers' positive feelings towards specific brands and their assessment of various aspects of a product, including its quality, type, price, convenience in purchasing, and overall satisfaction derived from its performance. The result of consumer behavior favoring a particular brand leads to sustained brand loyalty. Another way to define brand satisfaction is as a behavioral outcome resulting from consumer interactions with a brand. Brand contentment can be gauged through three key variables: Equity (satisfaction with the product), value (satisfaction with the brand), and quality (contentment with the product's performance). Consumers

who have previously used a brand typically feel satisfied when purchasing and using it again due to their positive past experiences, thereby fostering brand loyalty. Satisfaction serves as the primary driver behind consumers' continued utilization of a brand following positive experiences with it.

Continuous satisfaction with a brand fosters brand loyalty, as satisfied customers tend to exhibit strong loyalty towards the brand they prefer. Consumer brand satisfaction, a crucial element of brand loyalty, can be assessed through three variables: Overall satisfaction, Expectancy disconfirmation, and Performance versus customer's ideal product. Based on this premise, it can be concluded that brand satisfaction stems from consumers perceiving that the brand aligns with their desires, spanning from the products or services offered to the overall experience, thereby leading to satisfaction in consumers' minds, as stated by Susanti *et al.* (2021)^[7].

According to Jannah (2023)^[8], contemporary consumers tend to consider the experiences of others before making purchasing decisions. Additionally, they consistently prioritize feedback from fellow consumers regarding their affinity for a brand, as this can heighten enthusiasm and satisfaction towards the brand. Consequently, an amplified affection for the brand leads to increased consumer loyalty and subsequent repurchases.

Emotional brand attachment is a pivotal concept in marketing studies, representing the depth of consumers' connection with a brand. This connection profoundly influences their actions, contributing to company profitability and customer value over time. The emotional bond consumers form with a brand, evident in their ownership and sentimental value, significantly influences behaviors like repeat purchases and willingness to invest resources. This ultimately cultivates brand loyalty. Scholars have observed emotional attachments in various consumer contexts, including possessions, gifts, places, celebrities, social media, and brands. Initially, researchers conceptualized emotional brand attachment as a measure of emotional bonding, encompassing affection, passion, and connection. Subsequent studies expanded this definition to include both emotional and cognitive bonding, reflecting the relationship between the brand and the consumer's self-identity. In some analyses, the relationship between consumer and brand has been categorized into existential attachment and functional attachment, with only the former fostering emotional connections. This emotional bond emerges from accumulated experiences and interactions between the consumer and the brand, as noted by Ghorbanzadeh (2021)^[9].

According to Apria and Parahiyanti (2023)^[10], emotional brand attachment can be defined as the emotional link that ties a consumer's feelings or emotions with a brand, encompassing sentiments such as fondness, association, and enthusiasm. Essentially, brand attachment resembles a feeling of possessiveness, wherein brands are seen as sources of emotion, self-expression, and personal importance. This concept of brand attachment originates from various researches delving into consumer behavior and its correlation with brand loyalty. This emotional connection with a brand signifies a deep-seated, enduring emotional and psychological bond that emerges from the consumer's feeling of intimacy and dependence on the brand over time. Brand emotional attachment represents a holistic emotional or psychological state connected with a brand post-service interaction, characterized by sentiments of fondness,

association, and enthusiasm.

Establishing brand loyalty is a crucial component of a business strategy for sustained success in the hospitality sector. Leading international hotel corporations prioritize the cultivation of a competitive edge through brand development, placing significant focus on brand marketing and management. This is driven by the escalating consumer desire for branded experiences and the evolving demands of customers. Additionally, the expansion of the global hotel industry and rising competition drive the establishment of new hotels under existing brands, the expansion of current hotel brands, and the introduction of new ones, as highlighted by Warszewicz and Kulykovets (2020)^[14]. According to Soleimani *et al.* (2023), loyalty is the inclination towards certain options demonstrated by an individual over time, influenced by psychological factors. Both brand loyalty and employee loyalty involve both attitudes and actions. In the service industry, employees are crucial in shaping the brand's image as they act as the interface between the brand and customers. Their interactions should effectively reflect the brand's values, creating a strong emotional connection with customers. Therefore, it is vital for service-oriented employees to understand and embody the brand's identity while consistently delivering on its promises to customers.

Researchers have extensively explored the concepts of Brand Loyalty and Customer Loyalty, recognizing their significance in marketing. Brand Loyalty refers to a biased behavioral response exhibited consistently over time, reflecting a preference for a particular brand due to positive feelings towards it. Theories on Brand Loyalty suggest that various factors, including emotional, behavioral, and attitudinal dimensions, contribute to consumer loyalty to a brand. On the other hand, Customer Loyalty, as defined by Oliver, entails a strong commitment to consistently repurchase or patronize a favored product or service in the future, despite external influences or marketing efforts that might prompt switching behavior. This article examines the disparities between Brand Loyalty and Customer Loyalty and delves into the methodologies employed by researchers in academic studies. Brand Loyalty in marketing is often linked to consumers' favorable perceptions of a brand, while Customer Loyalty is associated with consumers' spending behavior influenced by loyalty programs and incentives. Nonetheless, research in both Brand Loyalty and Customer Loyalty employs similar multi-dimensional constructs, incorporating effective and behavioral approaches, as articulated by Singh (2021)^[16].

Objectives of the Study

This study aims to determine the role of emotional structures on brand satisfaction and loyalty. This research delves into the emotional side of brand relationships, exploring how feelings and emotions influence consumer behavior. The researchers primary objective is to identify the emotional structures that shape a customer's perception of a brand. The researchers examine the link between these emotions and both brand satisfaction and brand loyalty. By investigating how emotions influence satisfaction and loyalty decisions, the researchers aim to develop a framework that helps marketers understand the power of emotional connection. This framework will be a valuable tool for cultivating positive emotional associations with their brand, ultimately driving customer satisfaction and loyalty.

Methods and Materials

The researchers employed a correlational quantitative approach to investigate the connection between emotional structures, brand satisfaction, and brand loyalty. A sample of 120 participants was recruited through random sampling to ensure representativeness. To measure emotional responses (happiness, trust, etc.) towards a specific brand, brand satisfaction, and loyalty behaviors (repeat purchases, recommendations), a structured survey was developed. The survey underwent pre-testing and refinement before being administered through online surveys or in-person questionnaires. Upon data collection, the information was coded and analyzed using statistical software. Descriptive statistics provided summaries of participant demographics and key variables. The researchers then utilized correlational analysis to explore the strength and direction of relationships between emotions, satisfaction, and loyalty. Finally, regression analysis determined the predictive power of emotions on satisfaction and loyalty, controlling for the influence of demographics. This comprehensive quantitative approach aimed to yield valuable insights into the measurable impact of emotions on brand perception and loyalty.

Table 1: Demographic Profile of the Respondents

	Description	Frequency	Percentage %
Age Group	20-25	84	60%
	26-30	21	17.5%
	31-35	15	12.5%
	Total	120	
Sex	Male	72	60%
	Female	48	40%
	Total	120	

One hundred twenty (120) participants were surveyed to explore the relationship between emotions, brand satisfaction, and loyalty. The sample reflects a relatively even gender distribution, with 72 (60%) males and 48 (40%) females participating. In terms of age, the majority of respondents, 84 (60%), fell within the 20-25 age group. This is followed by the 26-30 age group with 21 (17.5%) participants and the 31-35 age group with 15 (12.5%) participants. This skew towards a younger demographic suggests the target audience for the brand, or the individuals most likely to participate in this type of survey, may lean towards a younger generation.

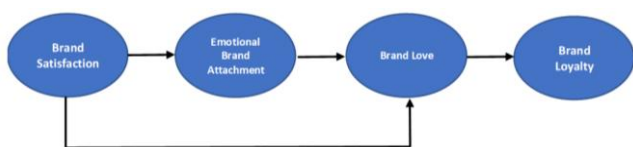


Fig 1: Conceptual Framework of the Study

The figure shows that brand satisfaction, while directly influencing brand loyalty, plays a more significant role in building customer dedication through the development of emotional bonds with the brand. This is evidenced by the stronger indirect effects mediated by emotional brand attachment and, ultimately, brand love. Consumers who are satisfied with a brand are more likely to develop positive feelings of warmth, positive memories, and a sense of belonging (emotional brand attachment). This emotional connection can further deepen into a passionate devotion

and self-identification with the brand (brand love). Both emotional brand attachment and brand love exert a stronger influence on brand loyalty compared to the direct effect of brand satisfaction alone. This highlights the importance of fostering emotional connections with customers to generate long-term loyalty that transcends mere satisfaction.

Results and Discussion

This section delves into the quantitative data analysis, presenting the results obtained through Jamovi software. The analysis focuses on correlations between the variables examined and aims to address the core research question regarding the influence of emotional structures on brand satisfaction and loyalty.

Table 2: Level of Emotional Structures in terms of Brand Satisfaction

Questions	Mean	Rank	Interpretation
I am content with my choice to purchase this brand.	4.9	2	Very High
This brand has given me genuine pleasure.	4.11	1	Very High
My experience with this brand has been positive.	4.04	4	Very High
I am confident that choosing this brand was the right decision.	3.97	5	High
This brand fulfills my anticipations.	4.06	3	Very High
Total Average	4.07		Very High

The data in Table 2 highlights a very high level of customer satisfaction with a brand based on various emotional responses. Customers express significant contentment with their purchase choice, as evidenced by a high mean score of 4.9. The brand is particularly successful in providing genuine pleasure, receiving the highest mean score of 4.11. Overall experiences with the brand are positive, with a mean score of 4.04. Confidence in the decision to choose the brand is slightly lower at 3.97, though still within the 'High' satisfaction range. The brand also meets customer expectations well, with a mean score of 4.06. The general average score of 4.07 confirms that overall customer satisfaction is very high, indicating that the brand consistently delivers positive and fulfilling experiences to its customers.

Satisfaction is understood both as a cognitive process and as the outcome of a purchasing or consumption experience. It involves an evaluative process where the consumer compares anticipated performance with the actual performance received. Another interpretation of brand satisfaction is that it results from a personal assessment that the selected brand meets or surpasses expectations, stated by Ghorbanzadeh *et al.* (2020) [18].

Table 3: Level of Emotional Structures in terms of Emotional Brand Attachment

Question	Mean	Rank	Interpretation
I share a unique bond with this brand.	4.15	1	Very High
I resonate with the values this brand represents.	4.08	4	Very High
I feel a sense of community with this brand.	4.05	5	Very High
As a consumer, I take pride in this brand.	4.10	3	Very High
This brand complements my personality.	4.11	2	Very High
Total Average	4.10		Very High

The table reveals that consumers exhibit a very high level of emotional attachment to the brand, with an overall average score of 4.10. Among the specific emotional connections, the strongest is the unique bond consumers feel with the brand, which has the highest mean score of 4.15. This is closely followed by the perception that the brand complements their personality (4.11) and the pride they take in being associated with it (4.10). The brand's values resonate well with consumers, scoring 4.08, while the sense of community, though the lowest among the factors measured, still scores a very high 4.05. These scores collectively indicate that the brand successfully fosters a deep and multifaceted emotional connection with its consumers.

According to Ghorbanzadeh *et al.* (2020) [18], Emotional brand attachment is a crucial concept in marketing literature, reflecting the intensity of the connection consumers have with a brand. This connection influences their behavior, promoting firm profitability and enhancing customer lifetime value. Psychological attachment, characterized by feelings of ownership and emotional significance, is likely a key factor in driving consumer behaviors such as repeat purchases and the willingness to invest resources (such as money and effort) to acquire the brand. Ultimately, this attachment fosters brand loyalty.

Table 4: Level of Emotional Structures on Brand Love

Question	Mean	Rank	Interpretation
This is an exceptional brand.	4.00	8	High
This brand elicits positive emotions in me.	4.00	7	High
This brand is absolutely fantastic.	4.09	3	Very High
This brand brings me immense joy.	4.12	2	Very High
I have a deep affection for this brand.	4.01	6	Very High
This brand is sheer pleasure.	4.05	4	Very High
I am fervent about this brand.	4.02	5	Very High
I feel a strong bond with this brand.	4.14	1	Very High
Total Average	4.59		Very High

The table shows that respondents have very high emotional structures on brand love. The average score is 4.10, which is interpreted as "Very High" based on the interpretation scale provided. This suggests that respondents strongly agree with the statements that reflect brand love. For instance, the statement "I feel a strong bond with this brand" has the highest mean score (4.14) and is ranked number one. Similarly, other statements like "This brand brings me immense joy" (4.12) and "This brand is absolutely fantastic" (4.09) also have very high mean scores. Overall, the data suggests that the respondents have very positive emotions towards the brand.

In conclusion, the results suggest that the respondents have very strong emotional connections with the brand. This is a positive finding for the brand, as emotional connections can lead to brand loyalty. However, it is important to note that this is just one study, and more research would be needed to confirm these findings.

Brand love describes a deep fondness for a brand. It goes beyond simply recognizing a brand; it encompasses how consumers think about it (positive associations and memories), their emotional connection (feeling good about interacting with the brand), and how these feelings translate into actions (loyal purchases, recommendations). While the exact way to measure brand love can vary, researchers

generally focus on its impact on consumer behavior, stated by Ghorbanzadeh *et al.* (2020) [18].

Table 5: Level of Emotional Structures on Brand Loyalty

Question	Mean	Rank	Interpretation
I am devoted to this brand.	4.20	1	Very High
This brand captures my attention more than others.	4.19	2	Very High
I have a higher interest in this brand compared to others.	4.00	4	High
It is crucial for me to choose this brand over others.	4.08	3	Very High
Total Average	4.59		Very High

The data presented paints a very positive picture of the brand's relationship with its consumers. Across all the statements, the average score sits well above 4.00, with "I am devoted to this brand" reaching a very high 4.20. This suggests a strong emotional connection, with consumers feeling a sense of loyalty and dedication to the brand. Looking closer, "Very High" scores for statements like "I am devoted" and "It is crucial for me to choose this brand" highlight a clear preference and commitment. Similarly, a "Very High" score for "This brand captures my attention more than others" indicates the brand is successful in grabbing and holding consumers' interest. Even the slightly lower "High" score for "I have a higher interest" still reflects a strong level of interest. Overall, this table provides clear evidence of a very positive emotional connection between the brand and its consumers.

According to Ghorbanzadeh *et al.* (2020) [18], brand loyalty is crucial, especially when things go wrong and the relationship between a brand and its customers might be strained. In marketing terms, these customers are considered the brand's partners. Loyalty means customers are strongly committed to buying from that brand again and again, even if other factors try to tempt them away. This loyalty builds over time, step-by-step. There are four stages to this development: Understanding the brand (cognitive), developing positive feelings about it (affective), wanting to buy from it (conative), and finally, taking action and making the purchase (action). In simpler terms, loyalty has two sides: How customers feel about the brand (attitudinal) and what they actually do (behavioral). The attitudinal side itself has three parts: Knowing about the brand (cognitive), liking it (affective), and wanting to buy from it (conative).

Table 6: Correlation

Correlation Matrix		BS AVE	EBA AVE	BL AVE	BLO AVE
BS AVE	Pearson's r	—			
	df	—			
	p-value	—			
EBA AVE	Pearson's r	0.856***	—		
	df	118	—		
	p-value	< .001	—		
BL AVE	Pearson's r	0.854***	0.902***	—	
	df	118	118	—	
	p-value	< .001	< .001	—	
BLO AVE	Pearson's r	0.802***	0.834***	0.851***	—
	df	118	118	118	—
	p-value	< .001	< .001	< .001	—

Note. * p < .05, ** p < .01, *** p < .001

This correlation matrix shows strong positive relationships between several variables. The abbreviations BS AVE, EBA AVE, BL AVE, and BLO AVE likely represent averages of scores from four measures, possibly surveys or scales. The values under “Pearson’s r” range from 0.802 to 0.902, indicating that scores on these measures tend to move together. The stars and p-values below 0.001 all signify statistically significant positive correlations. In other words, if someone scores high on BS AVE, they are also likely to score high on the other three measures, and vice versa. However, it’s important to remember that correlation doesn’t equal causation. Just because scores move together doesn’t mean one measure causes the others. There could be a separate underlying factor influencing all four. To fully understand these relationships, we’d need more information about what BS, EBA, BL, and BLO represent.

This research is looking at how emotions play a role in building brand loyalty. It will explore the connection between a customer’s satisfaction with a brand, their emotional attachment to the brand (feeling close or dependent on it), their level of love for the brand, and ultimately, their loyalty to the brand. The researchers are basing their work on existing ideas in marketing studies, specifically those from Ghorbanzadeh *et al.* (2020)^[18].

Conclusion

Based on the findings above, the following conclusions are drawn:

This research proposes a model where emotions play a central role in cultivating brand loyalty. Customer satisfaction acts as the initial trigger. Consistent positive experiences with a brand lead to a deeper emotional connection, where the customer feels a sense of closeness or even dependence. This emotional attachment can then develop into brand love, characterized by strong, positive emotions and a deep affinity for the brand. Ultimately, this powerful emotional bond translates into brand loyalty, where the customer consistently chooses the brand and becomes a repeat buyer.

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