

Table of Contents

CHAPTER 4: DATA ANALYSIS 2

 4.1 Introduction..... 2

 4.2 Correlation Analysis 2

 4.3 Regression Analysis..... 4

 4.4 Descriptive Analysis 6

 4.4.1 Brand Love..... 6

 4.4.2 Consumer Buying Behaviour..... 13

 4.5. Discussion..... 18

 4.6. Hypotheses Assessment..... 19

References..... 20

Appendix..... 25

 Questionnaire 25

CHAPTER 4: DATA ANALYSIS

4.1 Introduction

This chapter focuses on analysing the data which is collected in accordance to the previous chapter. With the help of efficient, effective and comprehensive data analysis it can be ensured that the results and findings of the research are relevant. For the purpose of analysing the data in a systematic manner there are several different techniques which are used by the researcher. The data was collected with the help of survey questions from 200 respondents residing in the region of UK. The data obtained from the research questionnaire was then evaluated with the help of statistical software of SPSS. This research has used correlation analysis, regression analysis and descriptive analysis in order to analyse the data collected for the research in an efficient manner.

4.2 Correlation Analysis

The major aim for applying correlation analysis is to find out the relationship that may exist between two or more variables. There is several different statistical software with the help of which correlation analysis can be tested out, the popular among all is SPSS. The correlation analysis is conducted in order to know about the relationship that exists between the independent and dependent variable of the research. The independent variable of this research is brand love while the dependent variable is consumer buying behaviour. The relationship between both these variables is tested out for the dietary supplements sector. The results of the correlation test are shown in the tabular form below:

Correlations

		Brand_Love	Consumer_Buying_Behaviour
Brand_Love	Pearson Correlation	1	.947**
	Sig. (2-tailed)		.000
	N	200	200
Consumer_Buying_Behaviour	Pearson Correlation	.947**	1
	Sig. (2-tailed)	.000	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

The table depicts certain values which are of great importance in order to analyse and evaluate the data of correlation analysis. The Pearson correlation value is the value which shows the strength of the relationship that exists among two variables. Whereas the other important value to be considered is sig value which shows the level of significance among the relationship of two variables of the research. In order to prove that the relationship between the variables is significant it is necessary for the significance value to be less than the alpha value of 0.05. As for the results of this table, the value of Pearson correlation value is 0.947 which shows that there is strong correlation among both the variables of the research. Or it can be said that there is 94.7% correlation among both the variables of the research. The significance value for this correlation analysis is 0.000 which is less than the alpha value of 0.05. This means that the relationship between brand love and consumer buying behaviour is significant.

By looking at the correlation test conducted for this particular research, it can be seen that there is a significant relationship that exist between brand love and consumer buying behaviour. This statement can be verified with the help of prior researches done in this regard. This can be identified by the research conducted by Rageh Ismaili and Spinelli (2012: 386) according to which there is a relationship of brand love with consumer buying behaviour. Moreover this

relationship can also be verified with the significance value which is less than 0.05 this means that the relationship between brand love and consumer buying behaviour is significant.

4.3 Regression Analysis

Another important test which is conducted for this particular research is regression analysis. Regression analysis is carried out in order to know about the impact of independent variable on the dependent variable. For this particular research regression analysis is carried out by the researcher in order to find out the impact of brand love on consumer buying behaviour in the dietary supplement sector in UK. It can also be said that the regression analysis in order to know about the variance which is caused by independent variable on the dependent variable.

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand_Love ^b	.	Enter

- a. Dependent Variable:
Consumer_Buying_Behaviour
- b. All requested variables entered.

The above table is the representation of variables which are entered or removed in the test conducted for this research. As it is clear from the table above that all the variables of the research are entered for this specific test and none of the variable is removed. This shows that the results obtained for the regression analysis are significant and authentic.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.947 ^a	.897	.896	.29165

- a. Predictors: (Constant), Brand_Love

This table is used for the purpose of predicting the correlation among the variables of the research as well as to determine variance which may have been caused by the independent variable on the dependent variable. The R value in the above table shows the interdependence or interrelationship among the variables of the research, for this research the R value is 0.947 which means that there is 94.7% interdependence among the variables of the research. The other value in the table is that of R square which depicts the extent to which the independent variable can predict the value of dependent variable. For this research the value of R square is 0.897 which means that brand love can predict the value of consumer behaviour to 89.7%.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	146.083	1	146.083	1717.440	.000 ^b
	Residual	16.842	198	.085		
	Total	162.925	199			

a. Dependent Variable: Consumer_Buying_Behaviour

b. Predictors: (Constant), Brand_Love

ANOVA is an abbreviation for Analysis of Variance; it basically aims to show the fitness of the model of the research. There are two important value in the table of ANOVA; F value and sig value. The greater value of F shows that the fitness of the model is high and the sig value is used for the purpose of finding the significance of the model which is used for the research. For this research the F value is 1717.440 which are quite large and hence it shows that the fitness of the model is extremely high. On the other hand the significance value is 0.000 which is less than 0.05 hence the model used for this research is significant.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.481	.046		-10.455	.000
	Brand_Love	1.039	.025	.947	41.442	.000

a. Dependent Variable: Consumer_Buying_Behaviour

The table above shows the coefficients of the research, it basically shows the significance of independent variable over the dependent variable with the help of sig value. Another important value in this table is of Beta value of unstandardized coefficients this shows the change in independent variable caused by the change in dependent variable of the research. It is evident from the above table that the significance value of both variables of the research which are brand love and consumer buying behaviour are 0.000 which is less than 0.05 which means that the impact of brand love on consumer buying behaviour is significant. The findings of this research are in alignment with the findings of research conducted by Carroll and Ahuvia (2006, p. 79) which showed that there is a significant impact of brand love on the consumer buying behaviour.

4.4 Descriptive Analysis

4.4.1 Brand Love

In order to analyse the data collected with the help of the questionnaire descriptive analysis was conducted. The descriptive analysis is carried out separately for all the questions of

the questionnaire in order to compare and contrast the statistics of the survey questionnaire. The descriptive analysis for this research for is shown below

I am passionate about brand

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	18	9.0	9.0	9.0
Agree	55	27.5	27.5	36.5
Neutral	78	39.0	39.0	75.5
Disagree	40	20.0	20.0	95.5
Strongly Disagree	9	4.5	4.5	100.0
Total	200	100.0	100.0	

The first question which was asked from the respondents was about how passionate they were about the brand of dietary supplements. The results show that total 75 respondents out of 200 respondents agreed and strongly agreed that they are passionate about the particular brand. However, out of 200, 49 of the total respondents disagreed and strongly disagreed in this regard. The remaining of the respondents was neutral about this statement. The table above also shows that 20% of respondents have disagreed with the statement. This can be linked with the literature that some individuals do not prefer to use brands and they are not passionate about it. Respondents who are neutral with the statement are those who believe that the brands are important only to a certain extent and that they are not passionate about it. However, 9 individuals has disagreed about brands of dietary supplements. This shows that individuals are not attracted towards any brand of dietary supplements unless it offers them anything great in value.

I love this brand

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	15	7.5	7.5	7.5
Agree	70	35.0	35.0	42.5
Neutral	67	33.5	33.5	76.0
Disagree	38	19.0	19.0	95.0
Strongly Disagree	10	5.0	5.0	100.0
Total	200	100.0	100.0	

The next question which was asked from the respondents were if the love this brand of dietary supplements. The results show that total 85 respondents out of 200 respondents agreed and strongly agreed that they love the particular brand. However, out of 200, 48 of the total respondents disagreed and strongly disagreed in this regard. The remaining of the respondents was neutral about this statement. In addition to this, 7.5% of the respondents have strongly agreed whereas 5% have strongly disagreed. This difference between opinions show that respondents who feel that they love the brand must have some emotional association with the brand however, those who think that they do not love dietary supplements brands are the ones which might have not used them before. Dietary supplement brands are preferred by people who find any difference in their body or health. There can be many factors behind respondents who say that they love the brand. This can also be because the respondents must have consumed optitumeric and they found it to be good.

I am very attached to this brand

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	40	20.0	20.0	20.0
Agree	62	31.0	31.0	51.0
Neutral	67	33.5	33.5	84.5
Disagree	28	14.0	14.0	98.5
Strongly Disagree	3	1.5	1.5	100.0
Total	200	100.0	100.0	

The next question which was asked from the respondents was about their attachment with the brand of Dietary supplements. The results show that total 82 respondents out of 200 respondents agreed and strongly agreed that they are in fact attached to the particular brand. However, out of 200, 31 of the total respondents disagreed and strongly disagreed in this regard. The remaining of the respondents was neutral about this statement. **Optitumeric is a well-known brand of UK and respondents who agree that they are highly attached with this brand seem to have developed some kind of association with it due to which they love the brand. Optitumeric is one of the most selling dietary supplements in UK due to which respondents prefer to use it because of its name.**

This brand is pure delight

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	24	12.0	12.0	12.0
Agree	66	33.0	33.0	45.0
Neutral	70	35.0	35.0	80.0
Disagree	33	16.5	16.5	96.5
Strongly Disagree	7	3.5	3.5	100.0
Total	200	100.0	100.0	

Furthermore the respondents were asked if they perceive the brand of dietary supplements to delight them. The results show that total 90 respondents out of 200 respondents agreed and strongly agreed that they are in fact delighted about the particular brand. However, out of 200, 40 of the total respondents disagreed and strongly disagreed in this regard. The remaining of the respondents was neutral about this statement. . Respondents who have agreed with the above statement depict that Optitumeric is an awesome brand of UK which caters to all dietary needs of individuals along with it is easily consumed. Moreover, the table above also show that some of the respondents have disagreed with this statement which means that they believe that Optitumeric is not able to cater their health dietary needs. Individuals who have shown a neutral response may have not consumed the supplements or they are attracted towards other dietary supplement brands.

This brand is totally awesome

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	22	11.0	11.0	11.0
Agree	69	34.5	34.5	45.5
Neutral	72	36.0	36.0	81.5
Disagree	29	14.5	14.5	96.0
Strongly Disagree	8	4.0	4.0	100.0
Total	200	100.0	100.0	

Next the respondents were asked about the brand being awesome in their perception. The results show that total 91 respondents out of 200 respondents agreed and strongly agreed that they consider the particular brand of dietary supplements to be awesome. However, out of 200, 39 of the total respondents disagreed and strongly disagreed in this regard. The remaining of the respondents was neutral about this statement.

This brand makes me feel good

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	21	10.5	10.5	10.5
	Agree	69	34.5	34.5	45.0
	Neutral	64	32.0	32.0	77.0
	Disagree	38	19.0	19.0	96.0
	Strongly Disagree	8	4.0	4.0	100.0
	Total	200	100.0	100.0	

Furthermore the respondents were asked about how they feel after using the particular brand of dietary supplements. The results show that total 90 respondents out of 200 respondents agreed and strongly agreed that they consider the particular brand of dietary supplements makes them feel good. However, out of 200, 46 of the total respondents disagreed and strongly disagreed in this regard. The remaining of the respondents was neutral about this statement. The table above also shows that whether optitumeric makes the respondents feel good about their health or not. When a brand makes a consumer feel good this means that it must have provided some value addition service to them. In addition to this, 19% of respondents have clearly disagreed with the statement because they might feel that dietary supplements cannot make them feel good through any way since they have misconception about it. Respondents who have agreed with this statement must have had a good experience with the brand like they might have felt the physical change in their body instantly after consuming for few days.

This is a wonderful brand

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	43	21.5	21.5	21.5
Agree	61	30.5	30.5	52.0
Neutral	56	28.0	28.0	80.0
Disagree	34	17.0	17.0	97.0
Strongly Disagree	6	3.0	3.0	100.0
Total	200	100.0	100.0	

This question focused on to asking the respondents regarding how wonderful do they consider the particular brand of dietary supplements. The results show that total 84 respondents out of 200 respondents agreed and strongly agreed that they consider the particular brand of dietary supplements is a wonderful brand. However, out of 200, 40 of the total respondents disagreed and strongly disagreed in this regard. The remaining of the respondents was neutral about this statement. In addition to the above analysis, Optitumeric is a dietary supplement brand which is recognized in UK however, respondents who do not agree with the above statement must have experienced something bad or must had heard some negative views about it.

This brand makes me feel very happy

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	36	18.0	18.0	18.0
Agree	59	29.5	29.5	47.5
Neutral	75	37.5	37.5	85.0
Disagree	27	13.5	13.5	98.5
Strongly Disagree	3	1.5	1.5	100.0
Total	200	100.0	100.0	

The last question regarding brand love focused on asking the respondents regarding how happy do they feel y using the particular brand of dietary supplements. The results show that total 95 respondents out of 200 respondents agreed and strongly agreed that they consider the

particular brand of dietary supplements makes the feel happy. However, out of 200, 30 of the total respondents disagreed and strongly disagreed in this regard. The remaining of the respondents was neutral about this statement.

4.4.2 Consumer Buying Behaviour

I purchase a brand that reflects the type of person I see myself to be.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	31	15.5	15.5	15.5
Agree	73	36.5	36.5	52.0
Neutral	67	33.5	33.5	85.5
Disagree	24	12.0	12.0	97.5
Strongly Disagree	5	2.5	2.5	100.0
Total	200	100.0	100.0	

The first question regarding consumer buying behaviour which was asked from the respondents was if the purchase of the particular brand reflects the person which they want to be. The results show that total 104 respondents out of 200 respondents agreed and strongly agreed that by purchasing this particular brand it does reflect the person they want to become. **This clearly shows that majority of the consumers tend to buy a particular product as it reflects the type of person they are. The results are in accordance to the research conducted by Freling and Forbes (2013).** However, out of 200, 29 of the total respondents disagreed and strongly disagreed in this regard. **This means that there are certain respondents who do not consider that there is an impact of personality reflection on consumer purchase and buying behaviour.** The remaining of the respondents was neutral about this statement.

I purchase a brand that facilitates me to communicate with my self-identity.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	44	22.0	22.0	22.0
Agree	63	31.5	31.5	53.5
Neutral	60	30.0	30.0	83.5
Disagree	28	14.0	14.0	97.5
Strongly Disagree	5	2.5	2.5	100.0
Total	200	100.0	100.0	

The next question which was asked from the respondents was regarding purchasing a brand facilitates them in terms of self-identity. The results show that total 107 respondents out of 200 respondents agreed and strongly agreed that by purchasing this particular brand it facilitates the communication of their self-identity. This shows that self-identity is an important factor for a number of people which also shapes their consumer purchase decision. This stance complies with the concept of “who you are affects what you buy” (Ilaw 2014). However, out of 200, 33 of the total respondents disagreed and strongly disagreed in this regard. This means that there are certain respondents who do not consider that their self-identity is important factor in shaping their purchase decisions. The remaining of the respondents was neutral about this statement.

I purchase a brand that helps me to express myself.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	33	16.5	16.5	16.5
Agree	67	33.5	33.5	50.0
Neutral	70	35.0	35.0	85.0
Disagree	26	13.0	13.0	98.0
Strongly Disagree	4	2.0	2.0	100.0
Total	200	100.0	100.0	

The next question which was asked from the respondents was if purchasing a specific brand helps in expressing themselves. The results show that total 100 respondents out of 200

respondents agreed and strongly agreed that by purchasing this particular brand it facilitates in expressing themselves. The results clearly show that majority of the respondents feel that the purchase of Opti-turmeric helps them to express themselves. This means that this particular brand is efficient and well-suited for them to express themselves as compared to other substitutes available in the market. However, out of 200, 30 of the total respondents disagreed and strongly disagreed in this regard. The respondents which responded to this question in a disagreement meant that the purchase of this specific brand of dietary supplement has nothing to do with their personal expression. It should be noted that that the respondents in this category are much less than the respondents who agreed and strongly agreed to the statement. The remaining of the respondents was neutral about this statement.

I like brands that depicts symbol of social status.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	42	21.0	21.0	21.0
Agree	66	33.0	33.0	54.0
Neutral	68	34.0	34.0	88.0
Disagree	21	10.5	10.5	98.5
Strongly Disagree	3	1.5	1.5	100.0
Total	200	100.0	100.0	

The next question which was asked from the respondents was about the social symbol connection with consumer buying behaviour. The results show that total 108 respondents out of 200 respondents agreed and strongly agreed in this regard. The majority of the respondents agreed to the statement that they use this specific brand as it is a social symbol. This can be justified as Opti-Turmeric is one of the highest selling supplements. This supplement is different and much better in quality as compared to other cheaper substitutes in the market. And hence there are people who consume these supplements as it adds to their social status. However, out of 200, 24 of the total respondents disagreed and strongly disagreed in this regard. The people who

had disagreed in this regard are fewer in number as compared to the people who has agreed and strongly agreed with the statement. Irrespective of the quantity of respondents, the people who have disagreed shows that these are the people who do not merely consume Opti-Turmeric for the purpose of social status. The remaining of the respondents was neutral about this statement.

I prefer a brand that helps me to fit important social situations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	68	34.0	34.0	34.0
Agree	82	41.0	41.0	75.0
Neutral	38	19.0	19.0	94.0
Disagree	11	5.5	5.5	99.5
Strongly Disagree	1	.5	.5	100.0
Total	200	100.0	100.0	

The next question which was asked from the respondents was about consumer buying behaviour regarding fitting in social situations. The results show that total 150 respondents out of 200 respondents agreed and strongly agreed in this regard. However, out of 200, 12 of the total respondents disagreed and strongly disagreed in this regard. The remaining of the respondents was neutral about this statement.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	64	32.0	32.0	32.0
Agree	79	39.5	39.5	71.5
Neutral	44	22.0	22.0	93.5
Disagree	11	5.5	5.5	99.0
Strongly Disagree	2	1.0	1.0	100.0
Total	200	100.0	100.0	

Furthermore the respondents were asked about if they like to be seen associated with a specific brand. The results show that total 143 respondents out of 200 respondents agreed and strongly agreed in this regard. However, out of 200, 13 of the total respondents disagreed and

strongly disagreed in this regard. The remaining of the respondents was neutral about this statement.

I like to plan my purchases rather than relying on impulse.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	67	33.5	33.5	33.5
Agree	78	39.0	39.0	72.5
Neutral	46	23.0	23.0	95.5
Disagree	9	4.5	4.5	100.0
Total	200	100.0	100.0	

The next question which was asked from the respondents was about reliance of purchase on impulse. The results show that total 145 respondents out of 200 respondents agreed and strongly agreed in this regard. However, out of 200, 55 of the total respondents disagreed and strongly disagreed in this regard. The remaining of the respondents was neutral about this statement.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	66	33.0	33.0	33.0
Agree	85	42.5	42.5	75.5
Neutral	38	19.0	19.0	94.5
Disagree	11	5.5	5.5	100.0
Total	200	100.0	100.0	

The last question which was asked from the respondents was about impact of brand love on the consumer buying behaviour. The results show that total 151 respondents out of 200 respondents agreed and strongly agreed in this regard. **This shows that the respondents who purchase Opti-Turmeric as a dietary supplement is because of their love for the specific brand. The results of this question also align with the correlation and regression analysis of this research which clearly showed that there is a strong relationship among brand love and consumer**

purchase decision. However, out of 200, 49 of the total respondents disagreed and strongly disagreed in this regard. The remaining of the respondents was neutral about this statement.

4.5. Discussion

For this section, the researcher has reflected on the brand love scales which are the main construct in the measurement of brand love. Moreover, the research questions are briefly discussed in this chapter which are successfully answered by the researcher throughout this research. The first questions in this research ask about the basic understanding pertaining to the concept of brand love and consumer buying behavior. However, this research question was successfully answered by the researcher by reviewing different theoretical perspectives and concepts as given by the previous researchers. Upon viewing different concepts and theories, it was identified that brand love was considered an emerging concept and needs to be explored. It closely impacts the purchasing behavior of the consumer.

Due to increasing number of brands the consumer were found switching from one brand to another and the increased aging and healthcare costs were demanding dietary supplements that appeared nutritious in context. Those brands that provided quality were found preferred by the consumers and organizations were competing to gain market share. The researcher also identified from the research conducted in the field of brand love that it is based on the interpersonal relationship between the brands and the consumers as how the customers get attached towards a particular brand. The basic understanding of brand love was identified from the notion of brand desire, emotional appeal of the brand and the impulsive desire of the brand which creates a psychological impact on the consumers. The psychological impact created by the brand love helps the customers in formulating their buying behavior.

The brand love is based on the notion that how the individual interacts with the emotional appeal of the brand. The love of the products and brands from the consumer's perspective is quite a popular research topic which aims to measure the love feeling of the consumers towards a particular brand. This can lead to a better understanding of that particular brand of the love construct which is of more relevance from the managerial perspective. The second question of the research is based on highlighting the factors which are associated with brand love and consumer buying behavior. This research question was also addressed by the research through viewing certain concepts and theories which were directed towards explaining the factors related to brand love and buying behavior of the consumers.

4.6. Hypotheses Assessment

S. No	Hypotheses Assessment	Sig. Value
1	There is an impact of Brand love on Consumer Buying Behaviour	0.000 (Accepted)

The table above represents the assessment of hypotheses of statement which states that there is a significant impact of Brand love on consumer buying behaviour. The sig. value is 0.000 which reflects that the alternate hypotheses are accepted in this case.

References

- Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing*, 30(3), 258-266.
- Anderson, J. W. (2016). Sternberg's Triangular Theory of Love. *The Wiley Blackwell Encyclopedia of Family Studies*.
- Carroll, B. A., Ahuvia, A. C., 2006. Some antecedents and outcomes of brand love. *Marketing Letters* 17, 79-89.
- Carroll, B.A. and Ahuvia, A.C., 2006. Some antecedents and outcomes of brand love. *Marketing letters*, 17(2), pp.79-89.
- Carter, N., Bryant-Lukosius, D., DiCenso, A., Blythe, J., and Neville, A. J. (2014, September). The use of triangulation in qualitative research. In *Oncology nursing forum* (Vol. 41, No. 5).
- Cheein, F. A. (2016). Intelligent Sampling Technique for Path Tracking Controllers. *IEEE Transactions on Control Systems Technology*, 24(2), 747-755.
- Creswell, J. W. (2013). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.
- Creswell, J. W. (2013). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.

Drennan, J., Bianchi, C., Cacho-Elizondo, S., Louriero, S., Guibert, N., and 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.

Drennan, J., Bianchi, C., Cacho-Elizondo, S., Louriero, S., Guibert, N., and 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.

Dunn, L., and Hoegg, J. (2014). The impact of fear on emotional brand attachment. *Journal of Consumer Research*, 41(1), 152-168.

Dwivedi, A. (2015). A higher-order model of consumer brand engagement and its impact on loyalty intentions. *Journal of Retailing and Consumer Services*, 24, 100-109.

Edson, M. C., Henning, P. B., and Sankaran, S. (Eds.). (2016). *A guide to systems research: Philosophy, processes and practice* (Vol. 10). Springer.

FDA Administration (2017) [U.S Food and Drug [Online] Available

from <https://www.fda.gov/AboutFDA/Transparency/Basics/ucm195635.htm>][28 April 2017]

Ilaw, M. A. (2014). Who You Are Affects What You Buy: The Influence of Consumer Identity on Brand Preferences. *Elon Journal of Undergraduate Research in Communications*, 5(2).

Japutra, A., Ekinci, Y., and Simkin, L. (2014). Exploring brand attachment, its determinants and outcomes. *Journal of strategic Marketing*, 22(7), 616-630.

Karjaluoto, H., Karjaluoto, H., Munnukka, J., Munnukka, J., Kiuru, K., and Kiuru, K. (2016).

Brand love and positive word of mouth: the moderating effects of experience and price. *Journal of Product and Brand Management*, 25(6), 527-537.

Kemp, E., Jillapalli, R., & Becerra, E. (2014). Healthcare branding: developing emotionally based consumer brand relationships. *Journal of Services Marketing*, 28(2), 126-137.

Kiuru, K. (2014). The relationship between brand love and positive word of mouth.

Kiuru, K. (2014). The relationship between brand love and positive word of mouth.

McAdam, M., McAdam, R., Dunn, A. and McCall, C., 2014. Development of small and medium-sized enterprise horizontal innovation networks: UK agri-food sector study. *International Small Business Journal*, 32(7), pp.830-853.

Mende, M., Scott, M. L., Lemon, K. N., & Thompson, S. A. (2015). THIS BRAND IS JUST NOT THAT INTO YOU Exploring the role of firm integrity in how consumers react to customer firing. *Strong Brands, Strong Relationships*.

Mohammadian, M., and Karimpour, Y. (2014). Identifying the factors influencing the feeling of love toward a brand: the Adidas case. *Switzerland Research Park Journal*, 103(1), 94-122.

Pucciarelli, F., & Kaplan, A. (2016). Competition and strategy in higher education: Managing complexity and uncertainty. *Business Horizons*, 59(3), 311-320.

Rageh Ismail, A., & Spinelli, G. (2012). Effects of brand love, personality and image on word of mouth: The case of fashion brands among young consumers. *Journal of Fashion Marketing and Management: An International Journal*, 16(4), 386-398.

Research and Markets (2017) [UK vitamin and dietary supplements demand and forecast

[online] Available

from http://www.researchandmarkets.com/reports/1883515/the_uk_vitamin_and_dietary_supplements_demand_and.pdf [28 April 2017]

Riley, W., Hays, R. D., Kaplan, R. M., and Cella, D. (2014). Sources of comparability between probability sample estimates and nonprobability web samples estimates. In *Proceedings of the 2013 Federal committee on statistical methodology (FCSM) research conference*.

Roy, S. K., Eshghi, A., and Sarkar, A. (2013). Antecedents and consequences of brand love. *Journal of Brand Management*, 20(4), 325-332.

Sarkar, A. (2014). Brand love in emerging market: a qualitative investigation. *Qualitative Market Research: An International Journal*, 17(4), 481-494.

Savin-Baden, M., and Major, C. H. (2013). *Qualitative research: The essential guide to theory and practice*. Routledge.

Scherer, A. G., Palazzo, G., & Seidl, D. (2013). Managing legitimacy in complex and heterogeneous environments: Sustainable development in a globalized world. *Journal of Management Studies*, 50(2), 259-284.

Schmitt, B. H., Brakus, J., and Zarantonello, L. (2014). The current state and future of brand experience. *Journal of Brand Management*, 21(9), 727-733.

Solomon, M. R. (2014). *Consumer behavior: Buying, having, and being* (Vol. 10). Engelwood Cliffs, NJ: Prentice Hall.

- Thakur, S., & Aurora, R. (2015). Consumer Preferences change when it comes to green Marketing. *Marketing*, 245-255.
- Trayler, R. B., and Kohn, M. J. (2017). Tooth enamel maturation reequilibrates oxygen isotope compositions and supports simple sampling methods. *Geochimica et Cosmochimica Acta*, 198, 32-47.
- Twisk, J. W. (2013). *Applied longitudinal data analysis for epidemiology: a practical guide*. Cambridge University Press.
- Unal, S., and Aydın, H. (2013). An investigation on the evaluation of the factors affecting brand love. *Procedia-Social and Behavioral Sciences*, 92, 76-85.
- Vanelslander, T., Deketele, L., and Van Hove, D. (2013). Commonly used e-commerce supply chains for fast moving consumer goods: comparison and suggestions for improvement. *International Journal of Logistics Research and Applications*, 16(3), 243-256.
- Wilkinson, C. R., & De Angeli, A. (2014). Applying user centred and participatory design approaches to commercial product development. *Design Studies*, 35(6), 614-631.
- Wright, A. L., Wahoush, O., Ballantyne, M., Gabel, C., and Jack, S. M. (2016). Qualitative Health Research Involving Indigenous Peoples: Culturally Appropriate Data Collection Methods. *The Qualitative Report*, 21(12), 2230-2245.

Appendix

Questionnaire

Demographics

Gender

- Male
- Female

Age

- 18-23
- 24-30
- 31-36
- 37-43
- More than 43

Average Income (monthly, in US dollars)

- 2500-3500
- 3501-4500
- 4501-5500
- 5501-6500
- More than 6500

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<i>Brand love (Independent variable)</i>					
I am passionate about brand					

Effect of Brand Love on the Consumer Buying Behaviour 26

I love this brand					
I am very attached to this brand					
This brand is pure delight					
This brand is totally awesome					
This brand makes me feel good					
This is a wonderful brand					
This brand makes me feel very happy					
<i>Consumer buying behaviour (dependent variable)</i>					
I purchase a brand that reflects the type of person I see myself to be.					
I purchase a brand that facilitates me to communicate with my self-identity.					
I purchase a brand that helps me to express myself.					

Effect of Brand Love on the Consumer Buying Behaviour 27

I like brands that depicts symbol of social status.					
I prefer a brand that helps me to fit important social situations.					
I like to be seen associated with this specific brand.					
I like to plan my purchases rather than relying on impulse.					
There is impact of brand love on consumer buying					