

## Dissecting Brand Love: Empirical Validation of Its Constructing Components Across Product Categories

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### **Abstract:**

Brand Love, the concept itself speaks about the deeper relationship between brands and its consumers. The power of this relationship makes a person feel for a particular brand in a product category, passionately. Attaining this passion about one's own brand is the most desired position of the brand managers. Research works in this field have identified certain brand love constructing components. But the reliability of these components was not justified. Besides this, the validity of these items across different brands are not tested either. Thus, in the realm of brand love, no suitable measurement scale is formed. The present study is an attempt to identify the brand love constructing components, check their reliability and validity across different brands of different product categories. The findings of this study will be helpful for practitioners for developing a measurement tool of brand love and will also open further research avenues with respect to the dimensions of brand love.

### **Keywords:**

Brand; Brand Love; Brand Attachment; Brand Identity; Brand Personality.