

FANNING THE FLAMES OF BRAND LOVE: THE IMPACT OF FAN PAGE AND THE MEDIATING ROLE OF SENSE OF BRAND COMMUNITY

Ulfi Audria

Parahyangan Catholic University, Bandung, Indonesia

Marcellia Susan

Maranatha Christian University, Bandung, Indonesia

Budiana Gomulia

Parahyangan Catholic University, Bandung, Indonesia

ABSTRACT

This conceptual paper explores the impact of fan pages on brand love and the mediating role of a sense of brand community. Given the increasing importance of social media in brand management, this paper employs deductive reasoning to explore the relationships between key variables with the aid of established theories and a new conceptual framework. The authors present a proposition that predicts the connections between constructs and explores fan pages' impact on brand love directly and indirectly via the mediating variable sense of brand community. The study highlights the benefits of fan pages in maintaining consumer-brand relationships and provides valuable insights for marketers to enhance firm performance through effective fan page strategies and improved customer experiences. This study adds to the literature on social media marketing and offers practical ways for companies to utilize fan pages and brand communities to foster brand love.

Keywords: Sense of brand community; fan page; brand love; marketing

DOI: <http://dx.doi.org/10.15549/jeeecar.v10i5.1206>

INTRODUCTION

Brand love is a crucial construct in marketing research and practice, as it reflects the emotional attachment that consumers have towards a brand (Ahuvia, Izberk-Blgın, & Lee, 2022; Le, 2021; Rahman, Langner, & Temme, 2021) which goes beyond satisfaction (Cuong, 2020) or preference (Heding, Knudtzen, & Bjerre, 2020), and represents a deeper level of connection (Bagozzi, Batra, & Ahuvia, 2017) that has been shown to have a positive impact on various

outcomes, such as loyalty (Algharabat, 2017; Bairrada, Coelho, & Coelho, 2018), repeat purchases (Han, Yu, Chua, Lee, & Kim, 2019), positive word-of-mouth (Strandberg & Styvén, 2019), resistance to negative information (Bairrada, Coelho, & Lizanets, 2019; Pontinha & Coelho do Vale, 2019) and brand equity (Palazon, Delgado-Ballester, & Sicilia, 2019).

Technological development has changed how businesses operate and market their products and services (Hoffman, Moreau, Stremersch, &

Wedel, 2022; Stalmachova, Chinoracky, & Strenitzerova, 2022). In particular, the widespread use of social media has opened up new channels for businesses to connect with their customers and build brand relationships (Palazon, Delgado-Ballester, & Sicilia, 2019; Bairrada, Coelho, & Coelho, 2018; Appel, Grewal, Hadi, & Stephen, 2020; Dwivedi & et al, 2021). Among these social media platforms, fan page have become increasingly popular as a tool for businesses to engage with their customers and promote their brands (Gaber, Elsamadicy, & Wright, 2021; Palazon, Delgado-Ballester, & Sicilia, 2019).

Fan page on social media platforms, such as Facebook (Wang, Chih, & Hsu, 2020) and Instagram (Gaber, Elsamadicy, & Wright, 2021), have become increasingly popular among brands. These fan page offer an interactive platform for customers to engage (Agustinus, 2021; Loureiro, Gorgus, & Kaufmann, 2017) with brands, share experiences (Fernandes & Inverneiro, 2020; Amaro, Barroco, & Antunes, 2020), and interact with other customers who share similar interests (Palazon, Delgado-Ballester, & Sicilia, 2019). Previous studies have shown that fan page can significantly influence brand love (Kudeshia, Sikdar, & Mittal, 2016; Algharabat, 2017; Palazon, Delgado-Ballester, & Sicilia, 2019), which is an important aspect of brand loyalty (Wallace, Buil, & de Chernatony, 2017) and can contribute to a company's overall success (Cho & Hwang, 2020).

In the context of fan page, brand love becomes even more relevant, as fan page are specifically designed to foster brand-consumer relationships (Gaber, Elsamadicy, & Wright, 2021) and increase engagement (Agustinus, 2021; Loureiro, Gorgus, & Kaufmann, 2017) and loyalty (Jayasingh & Wright, 2019). Brand love has become a critical aspect of the success of brands in the current business environment (Robertson, Botha, Ferreira, & Pitt, 2022). It demonstrates a strong emotional attachment and positive attitude toward a brand leads to brand loyalty, willingness to pay a price premium, word-of-mouth intentions, and forgiveness of brand mistakes (Rahman, Langner, & Temme, 2021). Fan page on social media have become a popular tool for brands to engage with their customers and increase their brand love (Bairrada, Coelho, & Coelho, 2018).

Studies have shown that fan page positively

influence brand love (Algharabat, 2017; Kudeshia, Sikdar, & Mittal, 2016; Gaber, Elsamadicy, & Wright, 2021), and fan page play a crucial role in building a brand community (Bairrada, Coelho, & Coelho, 2018). However, the underlying mechanisms of this relationship are not well understood. One potential mechanism is the sense of brand community that can be developed through fan page (Gaber, Elsamadicy, & Wright, 2021). Brand community refers to the shared values and interests between a brand and its customers, which can be fostered through shared experiences and interactions. As fan page become more popular and brand love more important, it is crucial to understand how the sense of brand community acts as a mediator in the relationship between fan page and brand love (Gaber, Elsamadicy, & Wright, 2021; Palazon, Delgado-Ballester, & Sicilia, 2019; Carlson, Suter, & Brown, 2008).

There is evidence to suggest that a sense of brand community can act as a mediating variable between fan page and brand love. A fan page can create a sense of belonging and connection among its fans, which in turn can foster a brand community (Coelho, Bairrada, & Filipa, 2019) and, thus, a sense of brand community. This sense of community can strengthen fans' emotional attachment to the brand, leading toward love (Gaber, Elsamadicy, & Wright, 2021; Palazon, Delgado-Ballester, & Sicilia, 2019). Fan page can facilitate the development of a sense of brand community by providing a platform for fans to interact with each other and the brand (Gaber, Elsamadicy, & Wright, 2021). Fans can share their experiences, opinions, and ideas related to the brand, and this can foster a sense of belonging and connection among them. This sense of community can then act as a mediating variable between a fan page and brand love (Coelho, Bairrada, & Filipa, 2019; Gaber, Elsamadicy, & Wright, 2021; Palazon, Delgado-Ballester, & Sicilia, 2019).

The sense of brand community plays a critical role in mediating the relationship between fan page and brand love. By fostering a sense of community among fans, a fan page can enhance fans' emotional connection with the brand, resulting in brand love. This conceptual research examines the mediating effect of a sense of brand community on the link between fan page and brand love, providing insights into the mechanisms underlying the impact of fan page

on brand love. By improving the understanding of the role of sense of brand community in the connection between fan page and brand love, this research will aid in developing effective social media marketing strategies for businesses seeking to establish strong brand relationships with their customers.

The research questions addressed in this paper are as follows:

1. Is there any relationship between fan page and brand love? Between fan page and sense of brand community? and between a sense of brand community and brand love?
2. Does a sense of brand community mediate the relationship between fan page and brand love?

The research objectives of the conceptual paper are to explore the relationships between fan page, a sense of brand community, and brand love. Specifically, the study seeks to determine if the sense of brand community mediates the relationship between fan page and brand love. Additionally, practical recommendations will be provided to companies on how to enhance brand love by using fan page and a sense of brand community.

Using established theories, authors employ deductive reasoning to explore the relationships between key variable (Woiceshyn & Daellenbach, 2018; Casula, Rangarajan, & Shields, 2021). The starting point for this study is the phenomenon of brand love, and the authors aim to provide a deeper understanding of its underlying mechanisms. The model approach then creates a new conceptual framework by presenting a proposition that predicts the connections between constructs (Jaakkola, 2020; Cornelissen, 2017). This study examines how fan

page impact brand love and the mediating role of a sense of brand community. Its findings inform how fan page can improve consumer-brand relationships and drive positive outcomes for firms. Understanding these mechanisms can help marketers enhance customer experiences and ultimately improve firm performance. This study provides practical implications for leveraging fan page and brand communities to build brand love.

LITERATURE REVIEW

Fan Page

Marketing is a process that involves building strong relationships with consumers, creating value, and receiving value as a reward (Kotler & Armstrong, 2018). Traditional marketing includes print media, television, and radio, but its limitations include costly, one-way, and difficult-to-measure feedback (Kalmegh, 2022; Bharti & Kumar, 2020).

In contrast, digital marketing is divided into three categories: online marketing, social media marketing, and mobile marketing (Kotler & Armstrong, 2018). Online marketing promotes products or services using the internet through websites, email, online advertising, videos, and blogs. Mobile marketing targets consumers through their mobile devices with marketing messages and promotions. Social media marketing, essential in digital marketing, uses social media platforms to promote products or services and interact with customers (Felix, Rauschnabel, & Hinsch, 2017). Although the terms e-marketing and digital marketing still dominate the academic world, social media marketing has become more popular among practitioners and researchers (Shaltoni, 2016).

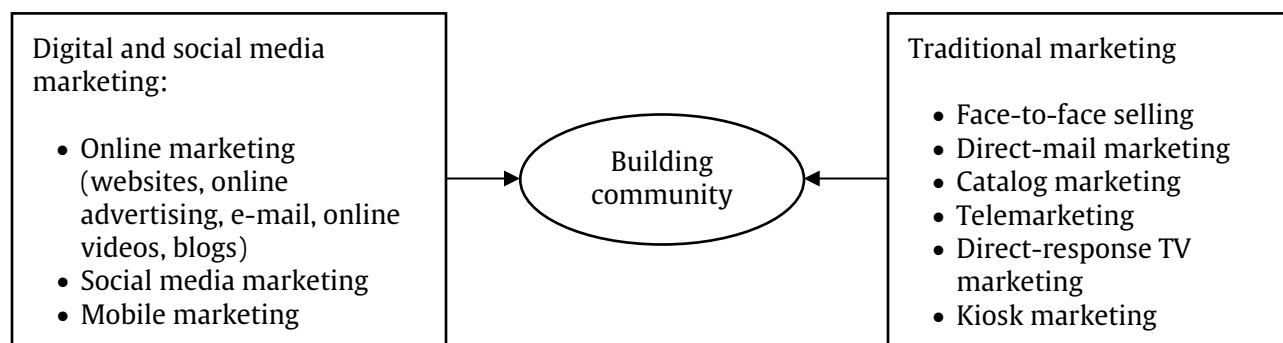


Figure 1: Traditional marketing and Digital Marketing

Source: Kotler & Armstrong (2018)

Social media marketing is crucial for companies to engage with customers on platforms like Facebook, Twitter, and Instagram. As offline communities move online due to social media's growth, fan page provide structured groups of brand enthusiasts that transcend geography (Gaber, Elsamadicy, & Wright, 2021).

Company fan page have emerged as a widely used marketing channel, and the contribution of fan page to achieving sales has been proven to be significant (Pöyry, Parvinen, & Malmivaara, 2013). The term "fan page" will be used to describe the social media used by companies in digital marketing, such as Facebook, Instagram, and Twitter (Gaber, Elsamadicy, & Wright, 2021; Palazon, Delgado-Ballester, & Sicilia, 2019). Fan page contain information in the form of text, images, videos, links, and more. Activities such as liking pages or posts, commenting, and re-sharing content can be carried out by fans or users of the fan page (Chen, 2021). Fan page are widely used in telecommunications (Gaber, Elsamadicy, & Wright, 2021), football (Baena, 2016; Velicia Martín, 2020), small-scale businesses (Kudeshia, Sikdar, & Mittal, 2016) and others (Fumasoli, Barbato, & Turri, 2020). Fan page allow brands to customize posts to appeal to their audience and encourage engagement based on fan preferences. Companies must provide various content types, including product information, entertainment, and localized content to enhance user experience and fulfill the use and gratification theory (Lee, Ng, & Bogomolova, 2020; Park, Kee, & Valenzuela, 2009).

The use and gratification theory explains why people seek out and engage with content related to their favorite brands or celebrities on fan page. Fans use fan page to satisfy their need for social interaction, entertainment, information, or self-status seeking. Based on the use and gratification theory, the authors argue that these different patterns of behavior can be explained by fans' different motivations and needs interacting with a brand on social media (Park, Kee, & Valenzuela, 2009). Fans may seek social interaction, entertainment, information, or a self-status seeking when engaging with a brand on social media, and their level of engagement may reflect the extent to which their needs and motivations are being satisfied. The authors suggest that fans who follow a brand but do not engage with it by liking or commenting may seek a passive form of

entertainment or information. They may be interested in the brand and its content but may not want to engage with it actively. On the other hand, fans who follow and like but do not comment may be seeking a sense of social validation or may be expressing their support for the brand in a more low-key way. Finally, fans who follow, like, and comment may be seeking a more active and engaged relationship with the brand, possibly because they feel a stronger connection to the brand or have a higher level of involvement with the brand's products or services.

Social media platforms are more than just websites; they function as software applications that allow users to access, manage, and store content. They are essential communication tools that provide immediate feedback and enable companies to respond quickly to changes, fostering a sense of community and enhancing consumer trust and credibility (Lundgren & McMakin, 2018; Chaffey & Ellis-Chadwick, 2016). Companies are moving offline communities to online platforms like social networking sites. Online brand communities, which are specialized groups of brand enthusiasts, are not limited by geography (Gaber, Elsamadicy, & Wright, 2021). Fan page are popular marketing channels that contribute significantly to sales (Pöyry, Parvinen, & Malmivaara, 2013). Marketers use social media as a marketing tool due to the increasing global internet usage and cost reduction (Tsimonis & Dimitriadis, 2014). The term fan page will then be used to describe the social networks that companies use to do digital marketing, for example, Facebook, Instagram, and Twitter (Gaber, Elsamadicy, & Wright, 2021; Palazon, Delgado-Ballester, & Sicilia, 2019). Researchers focus on social media and user interaction, examining how brands can communicate effectively and encourage users to participate and become active members of brand communities (Chen, 2021). User participation on fan page can strengthen relationships within the community. Users can increase brand awareness by carrying out various activities on the page. Brands that understand social media's importance can maximize user satisfaction benefits (Lee, Ng, & Bogomolova, 2020; Chen, 2021).

Brand Management

Effective brand management involves analyzing market perception and planning and executing plans to establish a strong relationship with the target market. Tangible and intangible elements are important, such as product, price, packaging, shared experiences, and relationships with the brand (Aaker, Kumar, Leone, & Day, 2018). Marketing techniques are used to boost value, loyalty, and positive associations. Efficient brand management increases credibility and loyalty, and attracts price-sensitive customers (Grant & Catalano, 2022). This study will explain two approaches to brand management: the relational approach and the community approach. The relational approach is a dyadic relationship between consumers and brands characterized by brand love. The community approach involves a triad relationship between brand-consumer and is related to social media marketing, such as fan page, which creates virtual brand communities.

Brand Love

Brand relationship theory reached a broad brand management audience when 'Consumers and their brands: developing relationship theory in consumer research' by Susan Fournier was published in the Journal of Consumer Research on March 1998. Based on the theory of human relations and the notion of brand personality, this study continues to investigate marketing 'keywords' at the time; relationship (Fournier, 1998; Hedning, Knudtzen, & Bjerre, 2020). Brand relationship theory is based on a 'dyadic' brand-consumer relationship, implying an equal exchange between brands and consumers. Both parties contribute to brand value creation, and occur in a continuous meaning-based exchange. The arrows forming a circular motion reflect that the development of brand-consumer relationships is a never-ending process, which is

affected by changes in the same parameters as human relationships.

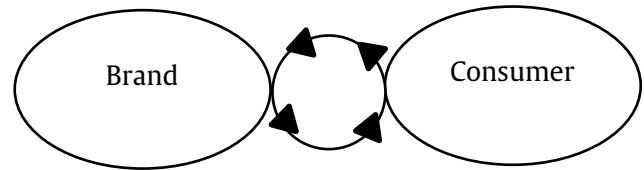


Figure 2: 'Dyadic' consumer-brand relationship
Source: Hedning, Knudtzen, & Bjerre (2020)

The circular motion of the arrows in brand-consumer relationship development shows that it is a continuous process influenced by changing parameters like human relationships. Although the relational approach focuses on ongoing exchanges between brands and consumers, relationships are affected by contextual changes. Brand relationship theory aims to understand consumers holistically, considering their environment (Hedning, Knudtzen, & Bjerre, 2020).

Brand love, a term coined by Carroll and Ahuvia (2006), is consumers' emotional attachment to brands and can impact their behavior. This bond doesn't require expectations or disconfirmations but rather results from a long-term relationship with the brand, involving integration into consumer identity and expression of love. Brand love contributes to brand strength, willingness to forgive brands, and financial performance. It is the most intense emotional construct between consumers and brands (Schmid & Huber, 2019; Iqbal, Malik, Yousaf, & Yaqub, 2020) and the most robust consumer-brand relationship at the individual level (see Table 1) (Fetscherin, Guzman, Veloutsou, & Cayolla, 2019). Therefore, brand managers should implement brand management practices that foster brand love among consumers to maintain positive brand relationships (Carroll & Ahuvia, 2006; Fournier & Mick, 1999; Coelho, Bairrada, & Filipa, 2019).

Table 1: Consumer-brand relationships at the individual level

Sentiment Range	Positive	Brand love	Brand Liking	Brand Indifference
	Negative	Brand Hate	Brand Disliking	
		Strong	Weak	None
Passion Intensity				

Source: Fetscherin, Guzman, Veloutsou, & Cayolla (2019)

Brand relationship theory emphasizes the continuous exchange between brands and consumers based on brand personality and human relationship theory. Brand love,

consumers' emotional attachment towards certain brands, contributes to brand strength, forgiveness, and financial performance. Thus, brand managers should implement effective practices that foster brand love among consumers.

Sense of brand community

Consumers form communities around brands to share experiences and socialize. Marketers can self-generate or facilitate these communities and are typically associated with high-involvement products and legacy brands. Muñiz and O'Guinn's "Brand Communities" (2001) is an influential conceptualization of brand communities in the context of brand management (Muniz & O'Guinn, 2001; Heding, Knudtzen, & Bjerre, 2020).

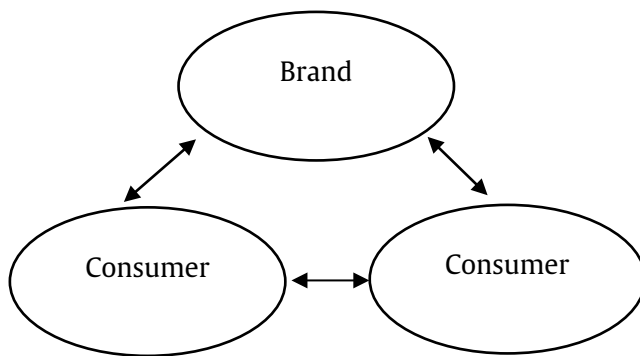


Figure 3: Brand Triad

Source: Heding, Knudtzen, & Bjerre (2020)

The brand triad emphasizes the importance of the brand, consumers, and the company in building a strong brand community. Consumers actively participate in the community by sharing their experiences related to the brand, while the company facilitates and enables the brand community. A strong brand community occurs when these three elements work in harmony and can lead to brand loyalty, advocacy, and business growth (Hung, 2014; Luo, Zhang, & Liu, 2015; Heding, Knudtzen, & Bjerre, 2020).

Sense of brand community is a continuation of research by Carlson (2008) regarding the psychological sense of brand community, defined as the extent to which an individual feels a relational bond with other brand users. The definition departs from research on brand communities that the relational bond does not depend on social relations because the three core

components of the brand community by Muniz and O'Guinn (2001) do not need to be fulfilled.

According to Muniz and O'Guinn, a brand community is a structured set of social relationships among brand admirers that is not geographically bound. It is similar to Anderson's concept of an "imagined community," in which members understand that there are others like them somewhere else far away. (Anderson, 2006). Carlson (2008) categorizes brand communities into social and psychological types. Social brand communities involve online virtual communication among members, while psychological brand communities are groups of brand admirers who feel a sense of community but do not engage in social interactions or have a membership. Unlike traditional sociological norms that define community, psychological brand communities exist only in the minds of individuals, similar to Anderson's (1983) concept of an "imaginary community." The main difference between the two is the nature of relationships among members. (Carlson, Suter, & Brown, 2008).

In addition to research by Anderson (1983), social identity theory is also a theoretical foundation in the sense of brand community, where the theory states that individuals understand the world by categorizing themselves and others into groups (Tajfel & Turner, 2004). Self-categorization into groups (e.g., I am a Brand X user) has a self-defining role (Hogg, Terry, & White, 1995). Researchers have demonstrated the role of identification in situations where the individual is not a social group member. As perceived overlap with the brand (i.e., identification with the brand) increases, individuals should be more likely to feel a psychological sense of brand community (Carlson, Suter, & Brown, 2008).

Psychological brand communities require far less effort and financial resources to maintain than brand communities. Algesheimer et al. (2005) stated that "brand community membership (in this case social) is more useful as a consumer retention tool than as an acquisition tool". Sense of brand community (psychological sense of brand community among new and potential customers) is an effective method of attracting consumers while creating social brand communities can strengthen customer retention.

DISCUSSION AND CONCEPTUAL MODEL DEVELOPMENT

This conceptual paper seeks to determine the relationship between fan page and brand love and how the sense of brand community mediates the two variables above. Previous research has

given several models, but some relationships have not been studied. Based on Table 2, the authors explain previous empirical studies that conceptually and in detail directly support the variables taken in this research.

Table 2: Previous Empirical Studies on the Relationship between Fan Page, Brand Love, and Sense of Brand Community

Previous Empirical Studies					
Authors	Variable			Result	Relevance
	Fan Page	Brand Love	Sense of Brand Community		
Algharabat (2017)	v	v		SMM activities impact brand self-expression, affecting brand love.	The research result highlights the importance of creating an engaging fan page that fosters consumers to express themselves and drive brand love.
Baena (2016)	v	v		Using only interactive websites is insufficient for building brand-consumer relationships and virtual communities. Interactive marketing media and social media platforms such as blogs, YouTube, Facebook, and Twitter are necessary.	The research result is relevant to the proposition that fan page influence brand love. Companies can generate interactive content on their fan page to cultivate a sense of brand community and increase brand love.
Coelho et al. (2019)		v	v	Brand communities can enhance brand-customer relationships by creating a sense of love.	The research result is relevant to the proposition that sense of brand community influences brand love. A strong sense of community can lead to an emotional connection and increase brand love.
Gaber et al. (2021)	v	v	v	Following fan page had a positive relationship with both brand love and sense of brand community among consumers.	The research result is highly relevant to the proposition and supports the argument that sense of brand community may mediate the relationship between fan page and brand love.
Kefi et al. (2020)	v	v		This study can help luxury brand managers use fan page to manage customer relationships more effectively.	The research result highlights the importance of fan page and supports the argument that they can influence brand love.

Table 2: Continued.

Kudeshia et al. (2016)	v	v		Brand liking on Facebook fan page is positively associated with brand love.	The research result highlights the importance of fan page in fostering emotional connections between brands and consumers and supports the argument that engaging with a brand through a fan page can lead to brand love.
Palazon et al. (2019)		v	v	Self-brand connection mediates the relationship between brand community and brand love, which depends on the individual.	The research result supports the proposition and underscores the significance of understanding individual self-brand connections for building brand communities and increasing brand love.
Vernuccio et al. (2015)	v	v	v	Social-interactive involvement impacts brand love, moderated by members' self-concept based on their affiliation with the brand's fan page.	The research result is relevant to the proposition and supports the argument that sense of brand community plays a crucial role in the influence of fan page on brand love.

Source: Authors' Finding

Based on previous empirical studies, authors highlight the importance of social and interactive marketing media in enhancing brand-consumer relationships. Brand communities are shown to reinforce the bond between brands and customers, fostering affection in the relationship. The study found that following a fan page positively impacts consumers' sense of brand community and brand love.

The previous study emphasizes the significance of social media and interactive marketing media in enhancing brand and consumer relationships by creating a sense of brand community, resulting in stronger emotional attachment and brand loyalty. Past research highlights the potential of brand communities in reinforcing bonds between brands and customers by instilling a sense of love. The findings demonstrate a positive relationship between following fan page and both brand love and a sense of brand community among consumers. The study suggests that fan pages can be used for effective customer relationship management. The impact of social-

interactive involvement on brand love is moderated by members' psychological impacts associated with their perception of self-concept.

CONCEPTUAL MODEL DEVELOPMENT

Fan page and brand love

The use and gratification theory proposes that people consume media and engage in activities based on their needs and desires. This concept can be applied to fan page as people may use a brand's fan page for social interaction, entertainment, information, or to enhance their self-status (Park, Kee, & Valenzuela, 2009; Gaber, Elsamadicy, & Wright, 2021; Kudeshia, Sikdar, & Mittal, 2016). Engagement with a brand's fan page can lead to the formation of brand love. This emotional attachment goes beyond brand loyalty and involves affection, trust, and commitment to the brand. Fan pages allow individuals to interact with the brand and other fans, receive tailored content, and experience positive emotions, leading to a sense of connection and identification with the brand. Research shows

that these factors play a significant role in the development of brand love (Algharabat, 2017; Baena, 2016; Palazon, Delgado-Ballester, & Sicilia, 2019).

The use and gratification theory suggests individuals engage with fan page based on their needs, and fan page engagement can lead to brand love. This is achieved through positive emotions, connection, and personal relevance. Then the proposition is:

- Proposition 1: There is an influence of fan page on brand love.

Fan page and sense of brand community

The use and gratification theory proposes that individuals seek out media to fulfill their needs and desires. This theory can be applied to fan page, where users visit to fulfill their needs for entertainment, social interaction, or brand-related information. By engaging with the fan page, users may develop a psychological sense of brand community, where they feel attached to the brand community and a sense of belongingness (Chen, 2021; Park, Kee, & Valenzuela, 2009; Gaber, Elsamadicy, & Wright, 2021). Fan page can foster a psychological sense of brand community by providing a platform for shared experiences, mutual interests, and a sense of belongingness. Users can engage in activities such as discussions, connecting with other fans, and sharing their passion for the brand. For instance, a sports team fan page can create a community among fans who share the same interest (Gaber, Elsamadicy, & Wright, 2021; Velicia Martín, 2020).

The use and gratification theory suggests that fan page can fulfill users' needs and create a sense of brand community, leading to emotional attachment and belongingness. Thus, fan page can promote brand attachment and community membership. Then the proposition is:

- Proposition 2: There is an influence of fan page on the sense of brand community.

Sense of brand community and brand love

The psychological sense of brand community theory suggests that a brand community is formed through shared experiences, values, and beliefs, creating an emotional connection between consumers and the brand. In contrast, brand love theory proposes that consumers develop a deep affection and loyalty towards a

brand beyond functional benefits, based on factors such as brand personality and image. A strong sense of brand community can foster emotional connections, leading to brand love. As a result, when consumers feel a sense of belonging to a brand community, they are more likely to become emotionally attached and loyal to the brand, creating a positive feedback loop of brand community and love (Palazon, Delgado-Ballester, & Sicilia, 2019; Coelho, Bairrada, & Filipa, 2019; Gaber, Elsamadicy, & Wright, 2021).

To cultivate brand love among consumers, creating and fostering a sense of brand community is effective. Companies can provide opportunities for shared experiences, values, and beliefs related to the brand to help consumers develop a sense of belonging and social identity within the brand community. This can lead to stronger emotional attachment and loyalty towards the brand. Then the proposition is:

- Proposition 3: There is an influence of a sense of brand community on brand love.

Sense of brand community as a mediating variable

The sense of brand community can mediate the relationship between fan page and brand love. The use and gratification theory states that users visit fan page to fulfill their needs for entertainment, social interaction, and information. By participating in fan page activities and connecting with other fans, they develop a sense of belonging and attachment to the brand community. The psychological sense of brand community theory suggests that this attachment creates a psychological bond with the brand, leading to positive emotional connections and a feeling of belongingness that is essential for brand love. Therefore, the PSBC theory proposes that the sense of belonging and attachment to the brand community can lead to the development of brand love (Coelho, Bairrada, & Filipa, 2019; Gaber, Elsamadicy, & Wright, 2021; Palazon, Delgado-Ballester, & Sicilia, 2019).

The PSBC theory mediates fan page and brand love by providing a psychological basis for brand love development. The use and gratification theory indicates that fan page can meet consumers' needs, leading to their participation in the brand community. Consequently, the sense of belonging and attachment to the brand

community, proposed by the PSBC theory, can foster brand love. Then the proposition is:

- Proposition 4: Sense of brand community acts as a mediating variable for the influence of fan page on brand love.

Figure 4 presents the proposed research model that outlines the relationships between the variables being studied in the research. The model shows that the independent variable, which is the fan page, has a direct relationship with the two dependent variables, which are the sense of brand community and brand love. The model also proposes that the sense of brand community mediates between the fan page and brand love. This means that the sense of brand community influences the relationship between the fan page and brand love. The proposed research model is presented in Figure 4 as follows:

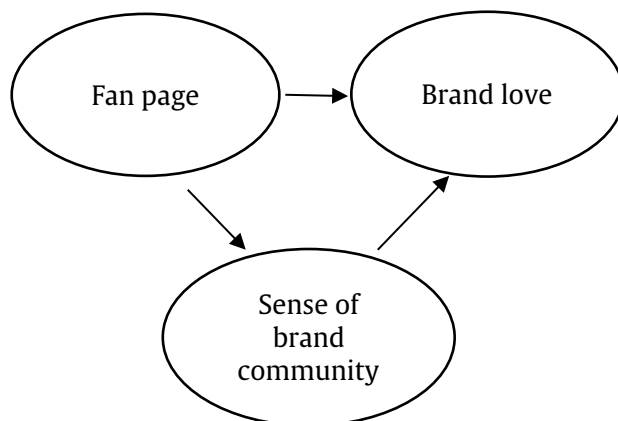


Figure 4: The proposed research model

Source: Authors' Finding

CONCLUSION AND RECOMMENDATION

This paper explores how fan page and a sense of brand community relate to brand love and whether a sense of brand community mediates the relationship between fan page and brand love. The study shows that fan page influence sense of brand community, which influences brand love. Companies should focus on building brand communities on their fan page to foster a sense of community among consumers and build brand love. Sense of brand community mediates the relationship between fan page and brand love, underscoring its importance. This paper suggests that marketers should build brand communities on fan pages to cultivate brand love and positive word-of-mouth marketing. Further

research is needed to explore the role of a sense of brand community in the relationship between fan page and brand love. This paper provides valuable insights for academics and practitioners on the importance of fan page and sense of brand community in building brand love.

Based on the findings of this conceptual paper, several recommendations for future research and practical implications can be made:

1. Future research should examine additional psychological factors such as emotional attachment, trust, and identification with the brand that may impact the relationship between fan page and brand love.
2. Future studies should explore how individual differences such as demographics and personality traits moderate the relationship between fan page, sense of brand community, and brand love.
3. Companies should develop fan page that foster a strong brand community among their consumers. This can be achieved through interactive and engaging content, user-generated content, and events or contests that encourage participation.
4. Companies can leverage brand love and sense of brand community as marketing tools to increase loyalty, awareness, and positive word-of-mouth through targeted advertising, influencer marketing, and other social media strategies.

This paper emphasizes the significance of fan page and brand communities in promoting brand love. Companies can use this information to create effective strategies to develop lasting consumer relationships.

REFERENCES

- Aaker, D., Kumar, V., Leone, R., & Day, G. (2018). *Marketing Research 13th Edition*. Danvers, MA 01923: John Wiley & Sons.
- Agustinus, A. F. (2021). *Analisis strategi konten media sosial SM Entertainment dalam meningkatkan awareness dan membangun engagement artis SM di Indonesia*. Tangerang: Universitas Multimedia Nusantara.
- Ahuvia, A., Izberk-Blgın, E., & Lee, K. (2022). *Towards a theory of brand love in services: the power of identity and social*

- relationships. *Journal of Service Management*, 33 (3), 453-464, <https://doi.org/10.1108/JOSM-06-2021-0221>
- Algesheimer, R., Dholakia, U. M., & Herrmann, A. (2005). The social influence of brand community: evidence from European car clubs. *Journal of Marketing*, 69 (3), 19-34. <https://doi.org/10.1509/jmkg.69.3.19.66363>
- Algharabat, R. S. (2017). Linking social media marketing activities with brand love: the mediating role of self-expressive brands. *Kybernetes*, 46 (10), 1801-1819. <https://doi.org/10.1108/K-04-2017-0130>.
- 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>
- Anderson, B. (2006). *Imagined communities : reflections on the origin and spread of nationalism*. London - New York: Verso.
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48, 79-95, <https://doi.org/10.1007/s11747-019-00695-1>
- Baena, V. (2016). Online and mobile marketing strategies as drivers of brand love in sports teams: findings from Real Madrid. *International Journal of Sports Marketing and Sponsorship*, 17 (3), 202-218. <https://doi.org/10.1108/IJSMS-08-2016-015>
- 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-07-2018-00>
- Bairrada, C. M., Coelho, F., & Coelho, A. (2018). Antecedents and outcomes of brand love: utilitarian and symbolic brand qualities. *European Journal of Marketing*, 52 (3/4), 656-682. <https://doi.org/10.1108/EJM-02-2016-0081>
- Bharti, P. K., & Kumar, A. (2020). Traditional vs Digital Marketing: A Comparative Study. *Zenith International Journal of Multidisciplinary Research*, 16-26, 10 (12)
- Carlson, B. D., Suter, T. A., & Brown, T. J. (2008). Social versus psychological brand community: the role of psychological sense of brand community. *Journal of Business Research*, 61 (4), 284-291. <https://doi.org/10.1016/j.jbusres.2007.06.022>
- Carroll, B., & Ahuvia, A. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, 17 (2), 79-89. <https://doi.org/10.1007/s11002-006-4219-2>
- Casula, M., Rangarajan, N., & Shields, P. (2021). The potential of working hypotheses for deductive exploratory research. *Quality & Quantity*, 55, 1703-1725, <https://doi.org/10.1007/s11135-020-01072-9>
- Chaffey, D., & Ellis-Chadwick, F. (2016). *Digital marketing: strategy, implementation, and practice - sixth edition*. Harlow, United Kingdom: Pearson.
- Chen, Y. (2021). Analysis of Community Interaction Modules of European and American Universities. *Journalism and Media*, 129-154, <https://doi.org/10.3390/journalmedia202009>
- Cho, E., & Hwang, J. (2020). Drivers of consumer-based brand equity: A two-country analysis of perceived brand origin and identity expressiveness. *International Marketing Review*, 37(2), 241-259. <https://doi.org/10.1108/IMR-12-2018-0351>
- Coelho, A., Bairrada, C., & Filipa, P. (2019). Brand communities' relational outcomes, through brand love. *Journal of Product & Brand Management*, 28 (2), 154-165. <https://doi.org/10.1108/JPBM-09-2017-1593>
- Cornelissen, J. (2017). Editor's Comments: Developing Propositions, a Process Model, or a Typology? Addressing the Challenges of Writing Theory Without a Boilerplate. *Academy of Management Review*, 42 (1), 1-9, <https://doi.org/10.5465/amr.2016.0196>
- Cuong, D. T. (2020). The Impact of Customer Satisfaction, Brand Image on Brand Love and Brand Loyalty. *Journal of Advanced Research in Dynamical and Control Systems*, 12 (6), 3151-3159, [10.5373/JARDCS/V12I6/S20201280](https://doi.org/10.5373/JARDCS/V12I6/S20201280)
- Dwivedi, Y. K., & et al. (2021). Setting the future

- of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168, <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of strategic social media marketing: A holistic framework. *Journal of Business Research*, 70, 118-126, <https://doi.org/10.1016/j.jbusres.2016.05.001>
- Fernandes, T., & Inverneiro, I. (2020). From fandom to fad: are millennials really engaged with and loyal to their loved brands on social media? *Journal of Product & Brand Management*, 30 (2), 320-334. <https://doi.org/10.1108/JPBM-02-2019-2262>
- Fetscherin, M., Guzman, F., Veloutsou, C., & Cayolla, R. R. (2019). Latest research on brand relationships: introduction to the special issue. *Journal of Product & Brand Management*, 28 (2), 133-139. <https://doi.org/10.1108/JPBM-12-2018-2167>
- Fournier, S. (1998). Consumers and their brands: developing relationship theory in consumer research. *Journal of Consumer Research*, 24 (4), 343-353. <https://doi.org/10.1086/209515>
- Fournier, S., & Mick, D. G. (1999). Rediscovering satisfaction. *Journal of Marketing*, 63 (4), 5-23. <https://doi.org/10.1177/002224299906300403>
- Fumasoli, T., Barbato, G., & Turri, M. (2020). The determinants of university strategic positioning: A reappraisal of the organisation. *Higher Education*, 305-334, <https://doi.org/10.1007/s10734-019-00481-6>
- Gaber, H. R., Elsamadicy, A., & Wright, L. T. (2021). Do instagram fan pages develop consumer-brand relationships? evidence from the telecommunications industry. *Cogent Business & Management*, 8 (1), <https://doi.org/10.1080/23311975.2021.1884344>
- Grant, M., & Catalano, T. J. (2022, December 2021). What Is Brand Management? Requirements, How It Works, and Example. Retrieved from Investopedia: <https://www.investopedia.com/terms/b/brand-management.asp>
- Han, H., Yu, J., Chua, B.-L., Lee, S., & Kim, W. (2019). Impact of core-product and service-encounter quality, attitude, image, trust and love on repurchase: Full-service vs low-cost carriers in South Korea. *International Journal of Contemporary Hospitality Management*, 31 (4), 1588-1608, <https://doi.org/10.1108/IJCHM-05-2018-0376>
- Heding, T., Knudtzen, C. F., & Bjerre, M. (2020). *Brand Management: Research, Theory and Practice*, 3rd edition. London: Routledge, <https://doi.org/10.4324/9780367172596>.
- Hoffman, D. L., Moreau, C. P., Stremersch, S., & Wedel, M. (2022). The Rise of New Technologies in Marketing: A Framework and Outlook. *Journal of Marketing*, 86 (1), 1-6. <https://doi.org/10.1177/00222429211061636>
- Hogg, M., Terry, D., & White, K. (1995). A tale of two theories: a critical comparison of identity theory and social identity theory. *Social Psychology*, 58, 255-269. <https://doi.org/10.2307/2787127>.
- Hung, H. (2014). Attachment, identification, and loyalty: examining mediating mechanisms across brand and brand community contexts. *Journal of Brand Management*, 21, 594-614, <https://doi.org/10.1057/bm.2014.30>
- Iqbal, J., Malik, M., Yousaf, S., & Yaqub, R. M. (2020). Brand reputation, brand experience, and electronic word of mouth toward smartphone: investigating the mediating role of brand love. *Journal of Public Affairs*, <https://doi.org/10.1002/pa.2455>
- Jaakkola, E. (2020). Designing conceptual articles: four approaches. *AMS Review*, 10, 18-26, <https://doi.org/10.1007/s13162-020-00161-0>
- Jayasingh, S., & Wright, L. T. (2019). Consumer brand engagement in social networking sites and its effect on brand loyalty. *Cogent Business & Management*, 6 (1), [10.1080/23311975.2019.1698793](https://doi.org/10.1080/23311975.2019.1698793)
- Kalmegh, G. S. (2022). Digital Marketing Vs. Traditional Marketing- A Comparative View. *International Journal of Research in Engineering and Science (IJRES)*, 35-38, 10 (5).
- Kefi, H., & Maar, D. (2020). The power of lurking: Assessing the online experience of luxury brand fan page followers. *Journal of Business Research*, 117, 579-586,

- 10.1016/J.JBUSRES.2018.08.012
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (Seventeenth edition). Pearson. ISBN 978-0-13-449251-3.
- Kudeshia, C., Sikdar, P., & Mittal, A. (2016). Spreading love through fan page liking: a perspective on small scale entrepreneurs. *Computers in Human Behavior*, 54, 257-270. <https://doi.org/10.1016/j.chb.2015.08.003>
- Le, H. M. (2021). The impact of brand love on brand loyalty: The moderating role of self-esteem, and social influences. *Spanish Journal of Marketing - ESIC*, ahead-of-print(ahead-of-print), <https://doi.org/10.1108/SJME-05-2020-0086>
- Lee, D., Ng, P. M., & Bogomolova, S. (2020). The impact of university brand identification and eWOM behaviour on students' psychological well-being: a multi-group analysis among active and passive social media users. *Journal of Marketing Management*, 36, 384-403, <https://doi.org/10.1080/0267257X.2019.1702082>
- Loureiro, S. M., Gorgus, T., & Kaufmann, H. R. (2017). Antecedents and outcomes of online brand engagement: the role of brand love on enhancing electronic-word-of-mouth. *Online Information Review*, 41 (7), 985-1005. <https://doi.org/10.1108/OIR-08-2016-02>
- Lundgren, R. E., & McMakin, A. H. (2018). Social Media. In *Risk Communication: a handbook for communicating environmental, safety, and health risks* (pp. 347-369). New Jersey: John Wiley & Sons, Inc.
- Luo, N., Zhang, M., & Liu, W. (2015). The effects of value co-creation practices on building harmonious brand community and achieving brand loyalty on social media in China. *Computers in Human Behavior*, 48, 492-499. <https://doi.org/10.1016/j.chb.2015.02.0>
- Muniz, A. M., & O'Guinn, T. C. (2001). Brand community. *Journal of Consumer Research*, 27 (4), 412-432. <https://doi.org/10.1086/319618>
- Palazon, M., Delgado-Ballester, E., & Sicilia, M. (2019). Fostering brand love in Facebook brand pages. *Online Information Review*, 43 (5), 710-727. <https://doi.org/10.1108/OIR-05-2017-0175>
- Park, N., Kee, K. F., & Valenzuela, S. (2009). Being Immersed in Social Networking Environment: Facebook Groups, Uses and Gratifications, and Social Outcomes. *Cyber Psychology & Behavior* 12(6), 729-733
- Pontinha, V. M., & Coelho do Vale, R. (2019). Brand love measurement scale development: An inter-cultural analysis. *Journal of Product & Brand Management*, 29 (4), 471-489. <https://doi.org/10.1108/JPBM-10-2018-2094>
- Pöyry, E., Parvinen, P., & Malmivaara, T. (2013). Can we get from liking to buying? behavioral differences in hedonic and utilitarian Facebook usage. *Electronic Commerce Research and Applications*, 12 (4), 224-235. <https://doi.org/10.1016/j.elerap.2013.01.0>
- Rahman, R., Langner, T., & Temme, D. (2021). Brand love: conceptual and empirical investigation of a holistic causal model. *Journal of Brand Management*, 28, 609-642, <https://doi.org/10.1057/s41262-021-00237-7>
- Robertson, J., Botha, E., Ferreira, C., & Pitt, L. (2022). How deep is your love? The brand love-loyalty matrix in consumer-brand relationships. *Journal of Business Research*, 149, 651-662, <https://doi.org/10.1016/j.jbusres.2022.05.058>
- Schmid, D. A., & Huber, F. (2019). Brand love: emotionality and development of its elements across the relationship lifecycle. *Psychology Marketing*, 1-16. <https://doi.org/10.1002/mar.21180>
- Shaltoni, A. M. (2016). E-marketing education in transition: An analysis of international courses and programs. *The International Journal of Management Education*, 14 (2), 212-218, <https://doi.org/10.1016/j.ijme.2016.04.004>
- Stalmachova, K., Chinoracky, R., & Strenitzerova, M. (2022). Changes in Business Models Caused by Digital Transformation and the COVID-19 Pandemic and Possibilities of Their Measurement—Case Study. *Sustainability*, 14 (1), 127. <https://doi.org/10.3390/su14010127>
- Strandberg, C., & Styvén, M. E. (2019). What's love got to do with it? Place brand love and viral videos. *Internet Research*, 30 (1), 23-43. <https://doi.org/10.1108/INTR-07-2018-0311>

- Tajfel, H., & Turner, J. C. (2004). The social identity theory of intergroup behavior. In *Political Psychology* (pp. 276–293). Psychology Press.
doi:<https://doi.org/10.4324/9780203505984-16>
- Tsimonis, G., & Dimitriadis, S. (2014). Brand strategies in social media. *Marketing Intelligence & Planning*, 32 (3), 328–344.
<https://doi.org/10.1108/MIP-04-2013-0056>
- Velicia Martín, F. T.-S. (2020). How deep is your love? Brand love analysis applied to football teams. *International Journal of Sports Marketing and Sponsorship*, 21(4), 669–693.
<https://doi.org/10.1108/IJSMS-10-2019-0112>
- 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, 706–719, 10.1108/JPBPM-12-2014-0772
- Wallace, E., Buil, I., & de Chernatony, L. (2017). Consumers' self-congruence with a "liked" brand: cognitive network influence and brand outcomes. *European Journal of Marketing*, 51 (2), 367–390.
<https://doi.org/10.1108/EJM-07-2015-0442>
- Wang, K.-Y., Chih, W.-H., & Hsu, L.-C. (2020). Building Brand Community Relationships on Facebook Fan Pages: The Role of Perceived Interactivity. *International Journal of Electronic Commerce*, 24 (2), 211–231, 10.1080/10864415.2020.1715532
- Woiceshyn, J., & Daellenbach, U. (2018). Evaluating inductive vs deductive research in management studies: Implications for authors, editors, and reviewers. *Qualitative Research in Organizations and Management*, 13 (2), 183–195,
<https://doi.org/10.1108/QROM-06-2017-1538>

ABOUT THE AUTHORS

Ulfi Audria, email: audria.biz@gmail.com

Ulfi Audria is a Doctoral student at the Department of Management within the Faculty of Economics at Parahyangan Catholic University in Bandung, West Java, Indonesia. She holds an Undergraduate degree in Medicine and a Postgraduate degree in Management. She has actively researched various topics within Management Studies.

Marcellia Susan holds the position of Professor in the Department of Management within the Faculty of Business at Maranatha Christian University, located in Bandung, West Java, Indonesia. Her educational background encompasses an Undergraduate degree in Management, a Postgraduate degree in Industrial Management, and a Doctoral degree in Business Management. Throughout her academic journey, she has conducted extensive research on various topics within Management Studies.

Budiana Gomulia is the Dean of the Faculty of Economics of Parahyangan Catholic University in Bandung, West Java, Indonesia. Her educational background is comprised of an Undergraduate degree in Management, a Postgraduate degree in Development Economics, and a Doctoral degree in Management. Demonstrating her commitment to academia, she has conducted thorough research encompassing a wide range of topics within Management Studies.