BRAND COMMUNITIES' RELATIONAL OUTCOMES, THROUGH BRAND LOVE

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Abstract

Consumers play the most important role to help the brand became established. Communities in which they operate will determine prevailing factors which either inflate or deflate mediation shaped by Brand Love. Marketers want to blend themselves deeply with their market to create hearty relationship amongst brands and consumers to encourage consumers association. When determining abridgment of brand love there is need to test significant impact consumer attachment will create in developing a trustworthy nature for all market actors. Secondly; past researchers had indicated fissure to determine how much repurchase intention exists because there is study based over direct affect brand community with Brand's Advocacy,Word of Mouth and Loyalty. Research objectives were fulfilled through compiling secondary information into a questionnaire and observed responses over a large number of respondents. Survey was conducted online where questionnaire was circulated. Usage of statistical tools IBM SPSS and AMOS have been implied to negate variation from data and MS Excel, Word used to comprehend information further. Benefactors of research findings will be marketers who want to increase overall attachment the community has and will feel toward their brand, as well as their intentions to repurchase for maximizing Brand loyalty.
Keyword: Brand Community, Relationship, Brand Love

Introduction

Overview and background:

Present day marketers go the extra mile to keep their consumers affiliated with their programs. This is done to establish long term links with the regulars and is expressed a source full futuristic concept adopted by the new day marketer (Laroche, Habibi, Richard, & Sankara, 2012). To establish this kind of affiliation need is pressed to construct such communities who can influence the atmosphere catering their abridgment (McAlexander, Schouten, & Koenig, 2002). In these social communities, people can admire liked minded ones and exchange their tastes amongst brands. The love and admiration they feel for their materials they want to or wish to purchase. Advantage does not limit its self for creating hype in strong communities but it is extensive of fashioning sturdy business customer relationships. It will further allow brands to segment their market and extract out admiration, love, affiliation and advocacy out of the market (Coelho, Bairrada, & Peres, 2019).

Former studies prove a sentiment with the brand is infallible result of effective marketing achieving its purpose (Pawle & Cooper, 2006). Brand love is deeply associated with granting lasting impressions through creating value that will entertain durable effects on the consumer's heart (Langner, Schmidt, & Fischer, 2015). A consumer is required to be given some quality attention parallel to significant experiences that have a positive lasting impression. This provision shall develop love and admiration (Joji & Ashwin, 2012). Sentiment truly felt for a make will acquire the party's link in a progressive manner (Wallace, Buil, & de Chernatony, 2014). This research is indented to find the positive relationship word of mouth has with its community and the fact that their mediating effect is administrated by the existence of brand love explaining their connection. Moving ahead, the community will significantly be backing a brand's advocacy because the consumers find themselves extremely attached (Coelho, Bairrada, & Peres, 2019). Furthermore, research area will cover the brand community's indirect relationship to loyalty; mediated via Brand love, secondly the direct relationship of community to loyalty (Watson, Beck, Henderson, & Palmatier, 2015). Additional contribution to this research model is consumer community with mediation from brand love emits brand trust and intentions top repurchase. Marking or making a brand perceived and appealing among customers has been a key technique for advertisers and business people since it can cause purchasers to recognize the worth and distinction of a specific item in correlation with its rivals (Lee, Yang, Mizerski, & Lambert, 2015). Also, when customers look into a specific brand, assemble a network of those with a similar scheme, and trade data inside their locale, such a social development is called brand network (Kotler & Keller, 2012). It is recommended that brand love implies a disposition and in a warmth of buyers for a specific brand. Further brand network and brand love are probably going to realize verbal apprehend verbal dialogue, which is a fundamental trait of the marking procedure through customer support for example trades of involvement in and liking for a specific brand (Watson, Beck, Henderson, & Palmatier, 2015). This correspondence mode offers points of interest which remember the space to circulate news for a quick and dependable way as it is the communication of a message to the individuals who are near to the message receiving benefit (Joji & Ashwin, 2012). A brand network's duty is of having a very positive impact on verbal exchange through electronic media and brand satisfaction as it will lead to loyalty. The reliable outcomes from these examinations exhibit that brand network have a positive association with informal circulation of information by the brand's consumers (Heikki, Juha, & Kiuru, 2018). This exploration finds that separated from a brand network shaped by purchasers with shared enthusiasm for a similar brand, a joint development of business people of a similar brand can be considered as a brand network too (Dick & Basu, 2014). Moreover, a consumer's model, which comprehensively characterizes the procedures by which consumers settle on a decision between a few opposing brands or suppliers, is still to be created. Some advancement toward this path has been made by the assessment of realized options being calculated into consumer evaluations (Chaudhuri & Holbrook, 2011). A few researchers have seen fulfillment and frame of mind as significant antecedent of consumer repurchase purpose. At the point when frame of mind is treated as a post-buy develop, the general arrangement is In this specific circumstance, fulfillment is the general degree of client delight what's more, happiness coming about because of involvement in the administration. Mentality is the client's positive, impartial or negative scholarly manner (frequently because of past evaluative encounters), as for the great assistance, organization, or the brand (Hung, 2014).

Problem Statement:

The paper presents importance which has aid develop Brand communities across numerous variables. The research had been sufficient to highlight the dependent variables Word of mouth (WOM), Brand's Advocacy, Love and Loyalty which portray a significant and positive impact. The benefactor of this research will be those producers which contribute in an established or constructing brand and are actively seeking involvement from their audience as an integral process to inflate. As the audience is involved in a developing phase it makes them feel valued thus proving brand's advocacy and love. Identifying the presence of the brand is more vital a step then developing the actual product/service, because becoming aware will illustrate augmented commitment (Coelho, Bairrada, & Peres, 2019). The actual attachment for a brand is developed through the community it exists in (Vernucci, Pagani, Barbarossa, & Pastore, 2015). The association a brand will manage to create with the community the larger appreciation it will receive from consumers because they can feel the sense of relativity and love. Identified dependent variables continuously imply major role community is playing for strengthening consumers (Muniz & O'Guinn, 2001). Agents operating in communities are important in welding long term association (McAlexander, Schouten, & Koenig, 2002). Emotional affection is connecting two ends overwriting the societal gap which may have persisted, adding add-ons such as Word of mouth, high levels of loyalty and support (Vernucci, Pagani, Barbarossa, & Pastore, 2015). This study has been directed in the path which is to unravel and cover those strategies company needs to adopt while their focus is to establish long term connection with communities aiding intervention of brand love. Questionnaire with research objectives had been compiled selecting a particular community for exact results and innovated questions (Coelho, Bairrada, & Peres, 2019).

Identified Variable:

The previous study has comprised of a selected consumer society and in a separate part of the world, where as this study can be well bought to our society as the marketing and societal implications consist of the same variable actors. Previous studies suggest that due to community playing important role, another very important attribute is the character traits of consumers themselves. Psychological characteristics can be identified so that understanding is more just as what stimulates the community and they seek from the brand. Whereas it can be segmented in term of demographics such as age, gender, income and so on. It can be deduced that daily increasing number in similar brands offering same products, loyalty levels have been gradually splitting. It takes out customer base and spreads it between a numbers of marketers, whereas the customer base can only be divided so many times before return and earnings begin to fall for coping with business activates.

Targeting specifically can encourage obtain brand love and develop community simultaneously, for this need to involve the process of a customer's identification so directly playing to their attributes can serve satisfaction for another suggested variable (Popp & Woratschek, 2017). We can talk about repurchase intention when brand love and loyalty is at discussion. Already observed that brand loyalty is gradually slipping out of pace for many brands. Discussed variables Word of mouth is the tactic used to spread awareness and high satisfaction is the need for improving brand advocacy, all leads to consumer retention. Another investigative gap now researched on can be repurchasing intention. For developing this research ahead, dependent variable, brand trust is added with mediating effect from brand love and secondly repurchase intention is an extension extending as another branch from brand love.

Objectives and significance of study:

Mediating effect of Brand love along with dependent variables Brand Advocacy, Loyalty and Word of mouth have been previously studied. This particular research aims to find mediating effect of Brand Love and its influence with promoting brand trust in the community. This will if yielded accurately deduce ultimately to repurchase intention. Such outcomes will favor marketers and brands which are seeking consumer engagement and developing their roles within the community they operate in. To discuss, community has a larger impact on brand which will mediate affection and further ahead aim to study relationship that develops in promoting ideas and knowledge through Word of Mouth. The paper aims to associate brand's advocacy present in the community which all added shall lead to enhanced brand trust and the intention to repurchase.

1. Importance of Brand community to the persona of Brand Love.
2. Brand love mediating Word of Mouth (WOM).
3. Brand love association to Advocacy.
4. Brand community to be retained by Repurchase intention.
5. Societal acceptance of the brand to develop Trust and Loyalty.

Outline of Study:

The ongoing merger between the brands into their communities is growing extensively; marketers are focused to get their brands welded deeply into the consumer's hearts. Brand love has been largely adopted by the consumers because of high marketing efforts. For the purpose of conducting this research the target audience catered was shoppers who had frequent online plus traditional shopping experience. The selection of brand to base this research is Outfitters, as it has become one of the largest most popular brands of present. Research was conducted through an online survey based upon a series of questions; the same were circulated in hardcopy amongst a number of consumers. The questionnaire in hand was distributed in selected areas of Karachi city where it was observed that population was quite dense. Secondly the selected areas had multiple mindsets in consumers regarding age, gender, income level and experience level. Through social platforms and traditional platform 300 number of responses had been collected out of which 249 were selected due to filter.

Literature Review
Brand Community:

To yield favorable outcomes a brand will most likely use the community's influence (Relling, Schnittka, Ringle, Sattler, & Johnen, 2016). Modern consumers prefer what they like and brand's management will incorporate an environment within their community (Millán & Díaz, 2014). As a reason, marketers view communities as mobile transits because they are everywhere around their desired market (Hung, 2014).

Brand Love:

This is the state where consumers just reduce or completely stop obtaining similar goods from other brands. The consumer end will on their own try to retain brand relationships and apt for increasing their associations. Experts state that it may be significantly tough to split a consumer who has selflessly attached themselves (Vernucci, Pagani, Barbarossa, & Pastore, 2015).

Word of Mouth:

Is when in generally people talk about the product they have consumed or the services they have utilized and without being asked or influenced by any advert or company's campaign; by self-spreads a good word (Maisam & Mahsa, 2016). True word of mouth is influential by one other because people have more trust in each other rather than influence from a brand commercial (Fetscherin, What type of relationship do we have with loved brands?, 2014).

Brand Advocacy:

This is an individual's defense on the behalf of their desired brand to another person because they have achieved some maximum point of satisfaction (Walz & Celuch, 2010). Advocates are those individuals in a business context who are willing to go at some extents just to defend their brands in front of competitive or rival forces (Schultz, 2016).

Brand Loyalty:

Brand Loyalty is keeping the same customer base for a relatively larger period of time, as this decreases cost of brand to gather customers. It reduces exposure against competitor (Rowley, 2015). Loyalty shows consistency for marketers, they are willing to give something extra or above the price to remain attached because they believe in receiving something greater (Chaudhuri & Holbrook, 2011).

Brand Trust:

The commitment which posses a long lasting affair which is emotional and psychological between few concerning parties (Loureiro, Kaufman, & Vrontis, 2012). Brand trust is associated as a branch leading to loyalty when there is significant commitment from the brand (Johnson, Herrmann, & Huber, 2016).

Repurchase Intention:

Trust is the most prominent element for any business relationship; Brands make consistent efforts to ensure good faith is continually earned (Chaudhuri & Holbrook, 2011). As a branch following trust; there will be seen a positive are negative approach that influences and effect s purchasing behavior (Oliver, 2010).

Relationships:

Relationship between Brand community and Brand love:

A positive affect has been found through various studies between Brand's love in the community (Zhou, Zhang, Su, & Zhou, 2012). Love for a brand is the strengthening part which is in any community that will bring the inhabitants into an association even close (Vernucci, Pagani, Barbarossa, & Pastore, 2015). Consumers generally admire a brand they like and during hard times in a society they tend to come closer to form a community (Millán & Díaz, 2014).

Relationship between Brand community and Word of mouth:

In the context of ecommerce community plays a very important role to administer word of mouth in society (Hur, Ahn, & Kim, 2011). The online platforms a have presented an optimistic medium for the community to better understand themselves (Yeh & Choi, 2011). In a neighborhood any kind of information exchange regarding a brand between two more persons will

be considered as word of mouth. Due to this guidance any kind of intention which develops in one's mind will be appreciated (Garbarino & Johnson, 2011).

Relationship between Brand community and Brand advocacy:

Brand advocacy is identification in the society's cluster to have self-belongingness (Mael & Ashforth, 2012). Members of the society want to classify themselves in an umbrella that has some impression (Bagozzi & Dholakia, 2006). Urge to have better knowledge and to create a social impression is an important aspect which creates brand advocates (Gianluca, Gabriele, & Massimo, 2013).

Relationship between Brand community and Brand Loyalty:

Building loyalty is more complex than what it seems, experience of using the product shall decide the amount of loyalty it will gain (Chaudhuri & Holbrook, 2011). Healthy marketer integration has provided good approaches within communities. (James, McAlexander, Stephen, & Scott, 2013). The amount of altogether and collective good is yielded to the community it will determine communal loyalty (Fournier, Susan, & David, 2018).

Relationship between Brand community and Repurchase intention:

Communities can intertwine consumers into seriously tangled relationships (Muniz & O'Guinn, 2001). Repurchase is all about the product's performance, they way marketer portrays it and the layers of intermediary influence comes between the consumer (James, McAlexander, Stephen, & Scott, 2013).

Relationship between Brand love and Word of mouth:

Love, attachment and the representation maintained by the brand shall influence how much Word of mouth is in a society (Unal & Aydin, An Investigation on the Evaluation of the Factors Affecting Brand Love, 2013). Satisfied members of the community who have high purchase frequency will influence other members who will be seeking any suggestions or advices. Positive comment on the brand will matter more than any commercial or advertisement on display (Fetscherin, 2014).

Relationship between Brand love and repurchase intention:

Previous research conducted by (Unal & Aydin, An Investigation on the Evaluation of the Factors Affecting Brand Love, 2013) states a very pleasant relationship connecting both variables. Brand love can incorporate behavioral changes that influences repurchase intentions (Stauss & Neuhaus, 2017). A high amount of satisfaction will determine future preferences when a consumer again goes out to by similar product (Westbrook, R, Oliver, & R, 2011).

Relationship between Brand love and Brand advocacy:

Customer relationships are based on direct interactions. More than one healthy interaction will have much greater moderating affect on one another (Bolton & R, 2013). Research has proven in the past the brand advocates increases the number of awareness about the brand which exists in the market (Walter, 2013). Several communities while remarketing their image will create advocates to integrate brand love in the locals (Miller, Merrilees, & Yakimova, 2014).

Relationship between Brand love and Brand loyalty:

Social awareness about the existence of a good brand will encourage loyal consumers to engage in higher frequency of participation (Gianluca, Gabriele, & Massimo, 2013). The highest amounts of satisfaction shall determine significance whether a consumer will return for repeat purchase or will become disloyal after consumption (Muniz & O'Guinn, 2001).

Relationship between Brand love and Brand trust:

Brand love has the purpose to derive attachment from its consumers to the point where satisfaction has been achieved after the consumption of it, thus it reveals the level of brand trust amongst them (Dick & Basu, 2014). The community has to perceive bonding as a vital initiative because that will make them trust their desired brands a lot more (Szmigin & Reppel, 2004).

Methodology

Data collection method:

The paper of concern has been based upon one of the top operating clothing and accessory brand Outfitters that has numerous branches throughout the city. The brand is quite popular in online communities simultaneously has gained enough popularity offline. As mentioned above the major number of questionnaire respondents received was from the online sources using emails and social media platforms. The reason to circulate more online questionnaire was to target a higher number of youth and collection was easy using online social platforms. In the introduction of the survey, a brief detail was mentioned about the purpose of following questions and that they had to be answered while keeping outfitters brand in mind.

Sampling:

Majority data has been collected via online sources. Sample size to circulate research questions was perceived around 249 and to obtain accurate results the requirement shall be 200-300 in an odd number. Before answering the questions, the audience had to me made sure that they were literate with brand communities and had engaged in any sort of purchase with outfitters or similar brands existing in the market. Mixes of satisfied and dissatisfied audiences accounted the responses which resulted in filtering out some responses. The amount of male respondents received was greater to females. Males are more active during day times as was the majority of our day duration of survey; this is one assumption why males were recorded higher than the other gender. Secondly the major respondents were people between the age group 21-30 years, which was also the intention of our research focus perspective.

Instrument

Brand Community (Benson & Hedrén, 2013) (Heikki, Juha, & Kiuru, 2018)					
Are you a member of any of the following online brand communities					

Do you consider yourself to have positive feelings towards your community brand?					
I feel a sense of belonging with my community brand					
This brand adds to the social "role" I play					
This brand improves the way society views me					
This brand adds to the social .					
Brand Love (Heikki, Juha, & Kiuru, 2018)					
This brand symbolizes the person I really am inside					
This brand is a pure delight					
When someone praised this brand, it feels like a personal compliment					
Outfitter makes me very happy.					
Word Of Mouth WOM (Benson & Hedrén, 2013) (Heikki, Juha, & Kiuru, 2018)					
Have you ever recommended your community brand to people you know?					
I try to spread the good-word about this brand on the internet					
I try to spread the good-word about this brand					
I have recommended this brand to lots of people					
Brand Advocacy (Benson & Hedrén, 2013) (Heikki, Juha, & Kiuru, 2018)					
I am willing to say positive things about the community brand to other people					
I will encourage friends and relatives to use the community brand					
I "talk up" this brand to my friends					
I "talk up" this brand in social media.					
Brand Loyalty (Benson & Hedrén, 2013)					
I intend to continue using the community brand for a long time					
Even if other brands' price is lower, I will go on using the community brand					
Encourage other community members to support this community					
Brand Trust (Benson & Hedrén, 2013) (Zeki, 2015)					
I trust my community brand					
I felt a high level of trust towards my community brand prior to my membership					
I felt trust when providing personal details					
Repurchase Intention (Benson & Hedrén, 2013) (Zeki, 2015) (Heikki, Juha, & Kiuru, 2018)					
I will make purchase again on the website.					
I intend to recommend the shopping site that I regularly use to people around me.					
This is a brand name that meets my expectations					
Overall, I buy this brand most often					

I'm willing to pay a higher price to buy this brand					

Research Model/ Theoretical Framework,
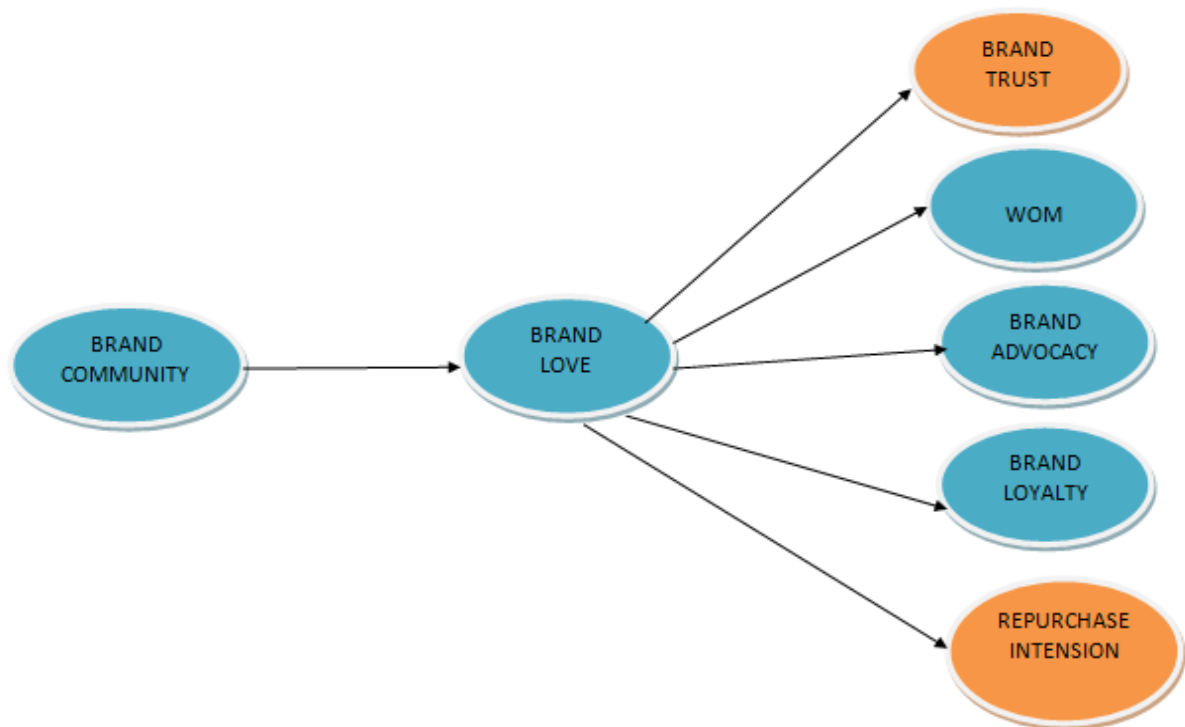
Statistical techniques,

The measurement used for Structural Equation Modeling SEM is a method with two branches measurement model and structural model, as briefed below.

Measurement Model:

The test was conducted through processing construct reliability and validity test and used Cornbach's alpha using the software SPSS to have a result of reliability and validity of the data.

Structural Model:

Model fitness test and hypothesis analyzing was performed The effective method has been SEM for this approach. CFA has been conducted and SPSS to run data. AMOS has been taken help for factor loading values to evaluate CFA construct reliability and validity.

Result analysis

Table 1: Demographics Statistics

Gender

Male respondents accumulated higher than female respondents. The males are tackled down in the markets quite easily as compared to the convincing time cost of a female. However the male's percentage accumulates just a little above females.

Age group

	Frequency	Percent
Below 20 years	53	21.2
21-30 years	173	69.4
31-40 years	18	7.2
41-50 years	5	2.2
51 and above	0	0
Total	249	100.0

	Frequency	Percent
Male	139	55.9
Female	110	44.1
Total	249	100.0

The highest proportion of age demographics was youth around the age group 21-30 years. The aim of this research was intended to focus the youth, because Outfitters brand has more inclination for the younger generation. Secondly is the age below 20 years because they are more active in online survey form filling.

Household Income level

	Frequency	Percent
Below 30,000	27	10.8
31,000-45,000	186	74.7
46,000-55,000	19	7.7
Above 56,000	17	6.8
Total	249	100.0

Income level matters in high regards as outfitters brand has prices a little above affordable average, however the youth has little earnings or they are recent in their professional lives so their income vary around 31-45,000 monthly.

Qualifications

	Frequency	Percent
Metric	15	6.0
Intermediate	85	34.2
Bachelors	109	43.7
Master	30	12.1
Diploma certificate	10	4.0
Total	249	100.0

Bachelor graduates are higher because of circulating a high amount of survey questionnaires in the current educational institute. Bachelor graduates are amongst age bracket 21-30 years of age then followed by intermediate student's at43.7 percent.

Work experience

	Frequency	Percent
Less than 1 year	85	35.0
1-3 years	100	40.0
4-6 years	39	15.0
7-10 years	15	6.0
Above 10 years	10	4.0
Total	249	100.0

Youngsters have less than a year of work experience; survey population has vague respondents with employment experience above the average of 5 years. Most of the respondents are having 1-3 years of field experience.

Confirmatory Factor Analysis:
        CFA is the platform which helps researcher confirms the analysis of their finding. The reliability of the data used to run in software's and validity of the responses needs to be analyzed

thoroughly. The use of CFA is revising the extension of secondary research while adding innovation to the existing model, as this paper has included variable Brand trust and Repurchase intentions to the existing model. Construct reliability helps find the consistency of data. Convergent validity determines the model's each variable and how much variance does it have. Average Variance Extracted AVE issued to indicate any error in the data processed. Further ahead the extracted AVE values must fall above 0.50 to determine that error has not been to deviate the data. Discriminate Validity explains that the selected variables are either explaining the relationships intended or not. MSV and ASV must result in lesser than AVE and the result analyzed states that all processed ASV and MSV have been set within benchmarking standards of research.

Construct/Indicators	Standardized Factor Loading (CFA-AMOS)	Construct Reliably		Construct Validity		
		Cranach's alpha	Composite Reliability (CR)	Convergent Validity	Discriminant Validity	
				Average Variance Extracted (AVE)	Maximum Shared Variance (MSV)	Average Shared Variance (ASV)
Brand Community						
BC1	0.75					
BC2	0.75					
BC3	0.73	**0.876**	**0.876**	**0.541**	**0.0961**	**0.0545**
BC4	0.71					
BC5	0.71					
BC6	0.76					
Brand Love						
BL1	0.74					
BL2	0.61	**0.757**	**0.809**	**0.520**	**0.0625**	**0.0429**
BL3	0.68					
BL4	0.82					
Brand Trust						
BT1	0.76	**0.834**	**0.771**	**0.538**	**0.0441**	**0.0265**
BT2	0.75					
BT3	0.67					
Word Of Mouth						
WOM1	0.87					
WOM2	0.88	**0.912**	**0.913**	**0.723**	**0.1225**	**0.0631**
WOM3	0.81					
WOM4	0.84					
Brand Loyalty						
BLO1	0.71	**0.799**	**0.805**	**0.579**	**0.1764**	**0.0798**
BLO2	0.81					
BLO3	0.76					
Brand Advocacy						

BA1	0.89				**0.1764**	**0.0900**
BA2	0.89	**0.932**	**0.932**	**0.775**		
BA3	0.88					
BA4	0.86					
Repurchase Intension						
RI1	0.64	**0.806**	**0.814**	**0.596**	**0.1764**	**0.1019**
RI2	0.81					
RI3	0.85					
Reliability and Construct Validity Thresholds: [Suggested by Fornell and Larcker (1981)]		$\alpha > 0.70$ (Nunnaly,1967)	CR > 0.70	i) AVE >0.50 ii) CR > AVE	MSV < AVE	ASV < AVE

$$CR = \frac{\left(\sum_{i=1}^{n}\lambda_i\right)^2}{\left(\sum_{i=1}^{n}\lambda_i\right)^2 + \left(\sum_{i=1}^{n}\delta_i\right)} \quad , \quad AVE = \frac{\sum_{i=1}^{n}\lambda^2_i}{\sum_{i=1}^{n}\lambda^2_i + \sum_{i=1}^{n}\delta_i}$$

Where λ=Standardized Factor Loading; n=number of items; δ= error variance = (1- multiple correlation coefficient) = $1 - \lambda^2$

Share Variance (SV): Square of the Correlation, If the correlation between two variables is "X", their shared variance will be "X^2".

Ref: Fornell, Claes and David F. Larker (1981), "Evaluating Structural Equation Models with Unobservable Variables and Measurement Error," *Journal of Marketing Research*, 18, 39-50.

Model fit,
        Model fit has been calculated via values as mentioned below. Chi-square/df as per standard should be less than 3, the calculated results of Chi-square/df are received as 1.686 a safe margin. P- Value shall be greater than or at least equal to 0.00. The results indicate P-value just at the right margin. Goodness of Fit Index or GFI results in 0.903 and standards indicate value to be greater than 0.90. Following AGI the adjustment for Adjusted Goodness of Fit Index AGFI shall account above 0.00 till 0.90, the results yield AGFI at 0.806. Comparative Fit Index CFI as per standard is greater than 0.90 and yielded data states 0.918. Tucker Lewis Index TLI is processed to be 0.910 whereas standards require value greater than 0.90. Finally, the assessment of Root Mean Square Error of Approximate RAMSEA has been calculated 0.043 whereas benchmark indicates values larger than 0.05 and 0.08.

Chi-square/df	P-Value	GFI	AGFI	CFI	TLI	RMSEA
1.686	0.000	0.903	0.806	0.918	0.910	0.043

Hypothesis testing using mediation analysis
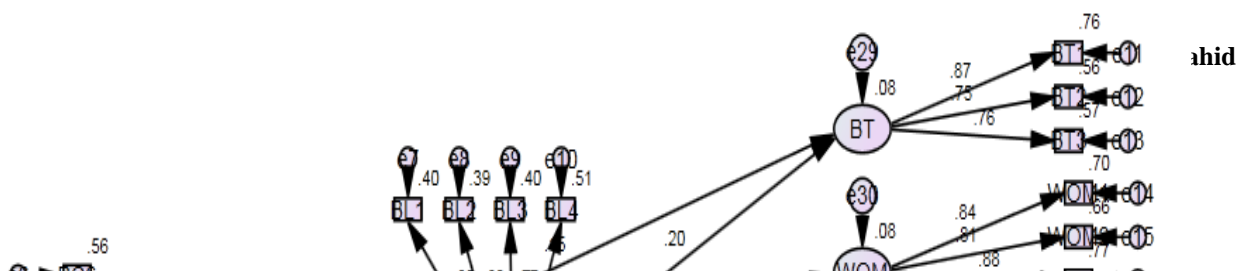
4.5 Hypothesis assessment

Hypothesis assessment indicates relationship of direct and direct affect between the mediator variable Brand Love upon dependant variables Word of Mouth, Brand advocacy, and Brand trust, repurchase intention and brand loyalty. Brand love mediation further analyses the affect with independent variable brand community. As presented hypothesis is accepted it is termed as alternate hypothesis and if rejected termed as null hypothesis. In the analysis conducted in this research there is unveiled partial mediation.

4.5.1 Two tailed test: indirect effect

		Hypothesis-Significant /Insignificant
RI → BC	0.01	Ha Accept-Insignificant – Impact
BLO→ BC	0.152	Ho Accept-Significant – No Impact
BA → BC	0.049	Ha Accept-Insignificant -Impact
WOM → BC	0.021	Ha Accept-Insignificant -Impact
BT→ BC	0.123	Ho Accept-Significant –No Impact

Values that are less than 0.05 after analysis are accepted other values which fall below the requirement are rejected. Relationship in this model is partial derivative mediator. Brand community direct affect to repurchase intention results 0.01 and thus alternate hypothesis accepted. Brand Love mediator indirect affect From Brand community results 0.152 and thus null hypothesis is accepted over the alternate proposition. Brand advocacy with indirect affect from BC has direct impact with value 0.049. Variable Word of Mouth WOM is accepted and has insignificant impact over null hypothesis. Brand Trust has no impact with 0.123 and alternate hypothesis rejected.

Two tailed test: direct effect

		Hypothesis-Significant /Insignificant
BL → BC	0.010	Ho Accept-Significant –No Impact
RI → BC	0.283	Ha Accept-Insignificant -Impact
RI → BL	0.203	Ha Accept-Insignificant –Impact
BLO→ BC	0.319	Ha Accept-Insignificant -Impact
BLO→ BL	0.309	Ha Accept-Insignificant -Impact
BA→ BC	0.282	Ha Accept-Insignificant -Impact
BA→ BL	0.116	Ha Accept-Insignificant -Impact
WOM → BC	0.638	Ha Accept-Insignificant -Impact
WOM → BL	0.063	Ha Accept-Insignificant -Impact
BT → BC	0.187	Ha Accept-Insignificant -Impact
BT → BL	0.146	Ha Accept-Insignificant -Impact

Values bigger than 0.05 are accepted and less than 0.05 are rejected. This is also partial derivative mediator. BL with BXC has been not significant at value 0.010 i.e. alternate hypothesis rejected. RI with direct effect to BC has a significant impact and accepted. RI with BL has significant impact and alternate hypothesis accepted. BLO Brand Love hypotheses are accepted with direct relationship to BC. BLO accepted with significant alternate hypothesis towards BL. BA for BL at 0.282 has insignificant impact for null hypotheses and accepts alternate hypothesis. WOM for BC and BL variable has positive impact for alternate hypothesis at 0.638 and 0.063. BT for BC and BL are also accepted.

Conclusion discussion & future limitation
conclusion & discussion

The purpose this research was carried out was to test the mediation analysis brand love has over word of mouth, brand advocacy and brand loyalty. The additional variables consisted of Brand loves affect upon brand advocacy and brand trust. The relationship calculates to show a positive affect for the mediation of variable Brand love as per the existent variables inclusive of the additional two variables. The variables have positive impact with mediation from brand love which means that the research model is partial derivation model. It can be concluded that Brand love and brand community altogether has positive impact on Brand trust and repurchase intentions.

Limitation & Recommendation,

There were a handful of obstacles which presented themselves during this research. Limited timeframe had been an obstruction. The filtration process of received questionnaire respondents totaled 249. Quite a few had taken the survey very usuriously. Their data had to be eliminated to avoid serious deviation from the topic. The online respondents being the largest survey source had the largest number of ridiculous responses; however the questionnaires filled in person were taken with the highest level of sincerity. Male respondents turned out to be high because females were reluctant to spare tie for research contribution, as well as females are harder to convince into participation. During day time it was easy to find a huge number of male respondents because males are more outgoing.

Recommendation to future researcher:

Research was prone to shortage of sufficient time. Additional research can base upon more respondent's sample size and can have access of larger areas of Karachi which are inaccessible due to limiting timeframe. Data collection can consist of visual graphics to make questionnaires more interesting. The variable any future researcher may include can be incorporating technological influence between the community and brand love. They can test moderation effect of technological awareness which may inflate or deflate the relationship between the marketers towards consumers as they will be more approachable.

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