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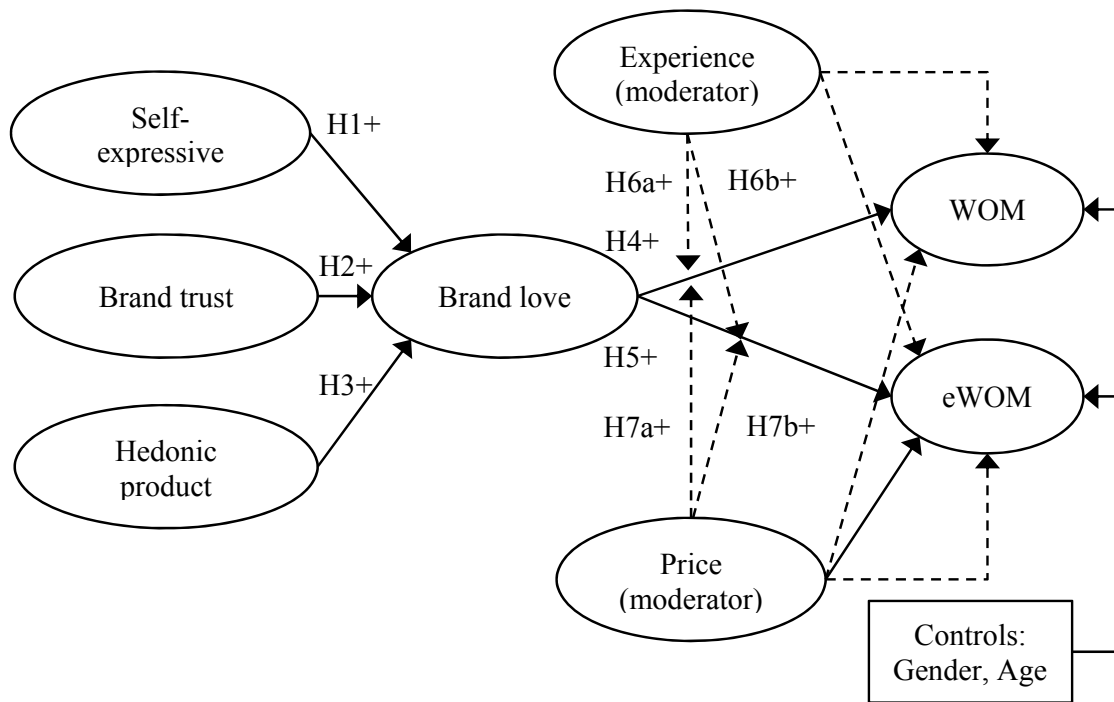


Figure 1. Conceptual model and hypotheses

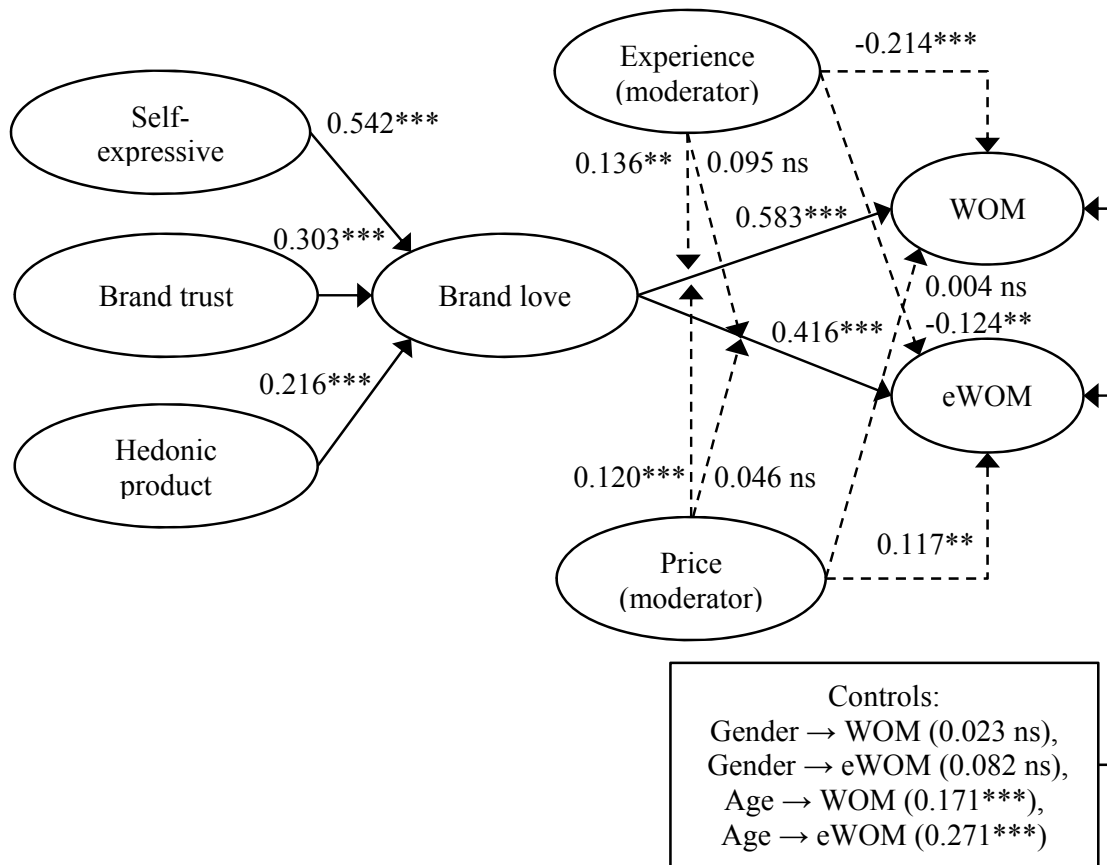


Figure 2. Structural model

Notes: *** $p < 0.01$; ** $p < 0.05$; ns - not significant

Table 1. Demographic profile of the sample

<i>Variable</i>		<i>N</i>	<i>%</i>
Gender	Female	139	40.6
	Male	203	59.4
Age	15–18	4	1.2
	18–25	175	51.2
	26–35	55	16.1
	36–45	34	9.9
	46–55	57	16.7
	56–65	11	3.2
	66+	6	1.8
Brand experience (in years)	Less than 1 year	15	4.4
	2–6 years	100	29.2
	7–11 years	81	23.7
	12–16 years	53	15.5
	16+	93	27.2
Price perceptions			
("Compared to other brands I regard this brand affordable")	Strongly disagree	51	14.9
	Somewhat disagree	132	38.6
	Neither disagree or agree	108	31.6
	Somewhat agree	34	9.9
	Strongly agree	17	5.0

Table 2. Measurement model

<i>Factor (Cronbach's α / Average Variance Explained)</i>	<i>Indicator</i>	<i>Factor Loadings^a</i>	<i>Indicator mean</i>
Self-expressiveness ($\alpha = .913$ / AVE = 0.63)	This brand symbolizes the person I really am inside.	.742	2.85
	This brand reflects my personality.	.837	3.33
	This brand is an extension of my inner self.	.722	3.65
	This brand mirrors the real me.	.732	2.94
	This brand contributes to my image.	.885	2.93
	This brand adds to the social 'role' I play.	.682	2.58
	This brand has a positive impact on what others think of me.	.857	3.03
	This brand improves the way society views me.	.842	2.75
Trust ($\alpha = .686$ / AVE = 0.51)	I trust this brand.	.659	4.49
	I rely on this brand.	.649	3.98
	This is an honest brand.	.783	3.91
	This brand is safe.	.768	4.14
Hedonic product type ($\alpha = .787$ / AVE = 0.61)	Is functional / is pleasurable	.776	2.89
	Affords enjoyment / performs a task (-) ^b	.833	2.80
	Is useful / is fun	.680	2.08
	Is a sensory experience / does a job (-) ^b	.827	2.70
Brand love ($\alpha = .906$ / AVE = 0.57)	This brand makes me feel good.	.710	4.07
	This brand is totally awesome.	.773	3.82
	I have neutral feelings about this brand. (-) ^b	.829	2.75
	This brand makes me very happy.	.742	3.85
	I love this brand!	.718	3.54
	I have no particular feelings about this brand. (-) ^b	.661	2.40
	This brand is a pure delight.	.784	2.98
	I am passionate about this brand.	.740	3.26

	I'm very attached to this brand.	.838	3.31
WOM	I have recommended this brand to lots of people.	.787	4.42
($\alpha = .846$ / AVE = 0.68)	I 'talk up' this brand to my friends.	.878	4.00
	I try to spread the good-word about this brand.	.823	3.48
	I give this brand tons of positive word of mouth advertising.	.818	3.56
eWOM	I 'talk up' this brand in online environments.	.930	2.46
($\alpha = .931$ / AVE = 0.88)	I give this brand tons of positive word of mouth on the internet.	.944	2.33
	I try to spread the good-word about this brand on the internet.	.939	2.29

^a Factor loading's *t*-values were all large (≥ 10.92) significant ($p < 0.01$)

^b Reverse coded

Table 3. Discriminant validity assessment

Construct	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Self-expressive (1)	0.791									
Trust (2)	0.362	0.717								
Hedonic product (3)	0.145	0.089	0.782							
Brand love (4)	0.682	0.518	0.322	0.757						
WOM (5)	0.504	0.385	0.091	0.573	0.827					
eWOM (6)	0.439	0.211	0.083	0.380	0.505	0.938				
Experience (7)	-0.062	0.088	0.156	-0.011	-0.166	-0.024	n/a			
Price (8)	-0.122	0.037	0.013	-0.100	-0.087	0.064	0.207	n/a		
Gender (9)	-0.083	-0.055	-0.131	-0.161	-0.069	-0.015	-0.100	-0.102	n/a	
Age (10)	0.058	0.054	-0.045	-0.046	0.072	0.213	0.324	0.085	-0.112	n/a

Notes: Root square of the AVE shown on the diagonal; n/a = not applicable as construct measured through a single indicator and thus AVE cannot be calculated

Table 4. Moderator model results

	β^a	β^b	β^c
H6a. Experience*Brand love \rightarrow WOM	0.568***	0.136**	0.704***
H6b. Experience*Brand love \rightarrow eWOM	0.393***	0.095 ns	0.488***
H7a. Price*Brand love \rightarrow WOM	0.560***	0.120***	0.680***
H7b. Price*Brand love \rightarrow eWOM	0.402***	0.046 ns	0.448***
Notes			
*** $p < 0.01$, ** $p < 0.05$; ns = not significant			
^a Simple effect in the moderator model			
^b Interaction effects			
^c $\beta^a + \beta^b$			