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Understanding Brand Love in Luxury Brand Gadgets and Accessories: Mediating Role of Electronic Word of Mouth in the area Delhi and NCR

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Abstract

The conception and development of Brand love (BL) has increased as consumers have started exhibiting their emotional bonds with their choice of brands. This study examines brand trust (BT) as an important factor of brand love (BL), and brand loyalty (BLT) and positive electronic word of mouth as outcomes in the Luxury Brand gadgets and accessories. Based on 250 customers' responses to a survey questionnaire circulated through google form in the area of Delhi and NCR. The respondents were from age group of 18 years to 35 years and the majority of them were from the age group of 22 years to 25 years. The respondents were the owners of Apple, Samsung, Google pixel Gadgets and Accessories. 69 percent of respondents were male and rests were female. Using a structured questionnaire, the proposed model of the study was measured and evaluated. Respondents were asked to rate their level of BT, BL, BLT, and electronic word of mouth using 25 items in the measurement scale and the hypotheses was tested. As per the findings of the study; Brand love (BL) resulted as an important antecedent of brand loyalty (BLT) and also significantly brand trust (BT). As per the mediation analysis, it has been found that electronic word of mouth has meditating effect on brand love (BL) and brand loyalty (BLT). In addition, brand love is positively allied with brand loyalty, spreading positive word-of-mouth. This research contributes to the understudied connection between antecedent and outcomes of brand love and the necessity to understand the love-loyalty relationship including additional variables. The present research has used only Luxury brands in mobile/pc gadgets and accessories, which can be extended to brands from FMCG's, automobile or fashion industry. The current study has used electronic word of mouth as moderating variable which can be restructured and /or demographics can also be used to moderate the research model. Nevertheless, results of the study are restricted to Luxury brands in gadgets and accessories and generalizations should be taken judiciously.

Key words: Brand Love, Brand Trust, Brand Loyalty, Electronic word of mouth, Luxury Brand Gadgets and Accessories

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Introduction

Luxury Brands have enjoyed a robust franchise retail network pan India. Possessing a Branded Gadgets and Accessories needs planning and a steady income. According to data provided by the market intelligence firm Cyber Media Research (CMR), iPhones in India recorded an impressive 22 percent growth in the first quarter of 2022 (<https://www.business-standard.com>).

The intention of brands is to develop brand loyalty (BLT) and brand trust (BT) thus leading to strong and positive associations with consumers which is also concerned matter for brand managers, marketers, academicians and researchers. (Ahuvia, 2020) revealed connection between brand love (BL) and materialism and stated that materialistic individuals tend to be more inclined and develop love for their favorite brands. Brand love (BL) significantly strengthens Brand Engagement and Brand Equity of Luxury Brands from viewpoint of users from China (Sohaib, *et al.* 2023). Brand trust (BT) is a sense of security and reliability believed in interactions of customer with brand; it is established on the view that brand is dependable, trustworthy and takes care of the interests, and wellbeing of the users (Ballester, *et al.*, 2003). Online reviews had an important positive influence on developing BT (Tran, *et al.*, 2022).

According to the Word of Mouth Marketing Association (WOMMA), purpose of WOM marketing is to give customers a motive to discuss the unique offerings of a brand and enable the conversation to occur. Brand love (BL) is found out to lead to positive WOM and eWOM (Kiuru and Katrine, 2014; Albert and Merunka 2013; Anggraeni and Rachmanita, 2015).

Consumers with high need of loyalty tend to have positive associations towards trust. This trust and gradual emotional bonding leads to BL which again make consumers to spread good word of mouth socially and digitally and become loyal. However, there is lack of empirical evidences that BL can affect BLT through mediation of electronic word of mouth (eWOM) for consumers in perspective of Luxury brand Products (Gadgets and accessories). This study addresses knowledge gap by investigating the association of BL with the BL and subsequently BL with BLT through electronic word of mouth among consumers of luxury brand gadgets and accessories. This study endeavors to answer questions such as: Is BL positively associated with BLT of consumers? Is BL positively associated with BLT for consumers using luxury products? Is BL is positively related with BLT through (eWOM) electronic word of mouth for consumers using?

Literature Review and Hypothetical Framework

Brand Love (BL)

Love is always an affection which when combined with excitement can generate desire and recognition by consumers (Bayraktaroğlu, 2018; Ahuvia, 2020). BL can be defined as “the extent of emotional attachment a satisfied consumer shows towards a specific brand” (Carroll and Ahuvia, 2020; Aro *et al.*, 2018). Another research contribution postulated on BL also suggests that a consumer must have had a common history due to which they consider brand identity as integral to their own lives (Ahuvia, 2009). Nevertheless, the criticisms of this concept has also been prevalent which stipulates that BL is mere an outcome of interrelated behavioral elements rather than a feeling or emotion (Batra *et al.*, 2012; Huber *et al.*, 2015; Langner *et al.*, 2015). Yet, there are other work that presents the positive relationship between BL and interpersonal relationships. Subsequently, scholars provided numerous measurement options to measure the emotion of love such as: BL and identification, excitement, delight and consumer experience (Roy *et al.*, 2012; Albert *et al.*, 2013; Vernuccio *et al.*, 2015).

Results of study done by (Rahman, *et al.*, 2021) reflected four behavioral consequences of BL which are BLT, ready to pay extra money, spreading good word and ignoring minor brand mistakes.

Brand Trust

Trust has been discovered as cornerstone among the studies of management sciences and human psychology (Ledikwe *et al.*, 2019). The definition of BT explored by different authors in their diverse work mentions it as consumer s’ choice to believe the promises of the brand for fulfillment of specified goal (Portal *et al.*, 2018).

Although previous studies on BT have used Technology Adoption Model (TAM) to justify its dimensions of reliability linking with perceived risk for product category into technical or innovative based nature and another dimension of its supporting customers in their welfare despite an unexpected problem arise with the product is linked with TAM another characteristic which is Perceived usefulness. Further, with the addition of new dimensions to BT, other studies have explored antecedents to BT as perceived reputation and authenticity (Koufaris and Sosa, 2004; Bergstrom and Zuazu, 2019).

In the current study, it is proposed to include luxury brands related and consumers’ unique point of difference related factors, thus, the trust in a hardware and software brands for their series of innovative products will be measured through consumer experience (Ha and Perks, 2005), brand communication (Notedboom, 2002) and reputation (Doney and Cannon, 1997).

Electronic Word of Mouth

The traditional WOM emerged based on the strength of interpersonal relations among family, friends and social circle. Depending on the strength or closeness among these relations, a positive or negative WOM is generated (O’reilly and Marx, 2011). The eWOM is an extension of traditional WOM where consumers’ presence on social networks such as Twitter, Instagram, Pinterest etc. and brands web pages allows them to connect, create and rely on the online reviews that help them to generate eWOMs. Companies are taking advantage of it by providing user interface option for consumers to leave comments and share opinions related to their products and services (Vallejo *et al.*, 2015). Additionally, eWOM is a gateway for businesses to understand consumer needs and preferences in a cost-effective manner and it also reduces risk of decision –making at the part of consumers (Nieto *et al.*, 2014; Hussain *et al.*, 2017; Mishra *et al.*, 2023). Many authors who have contributed to this concept have systematically built up its elements related to motivation, source and website related factors

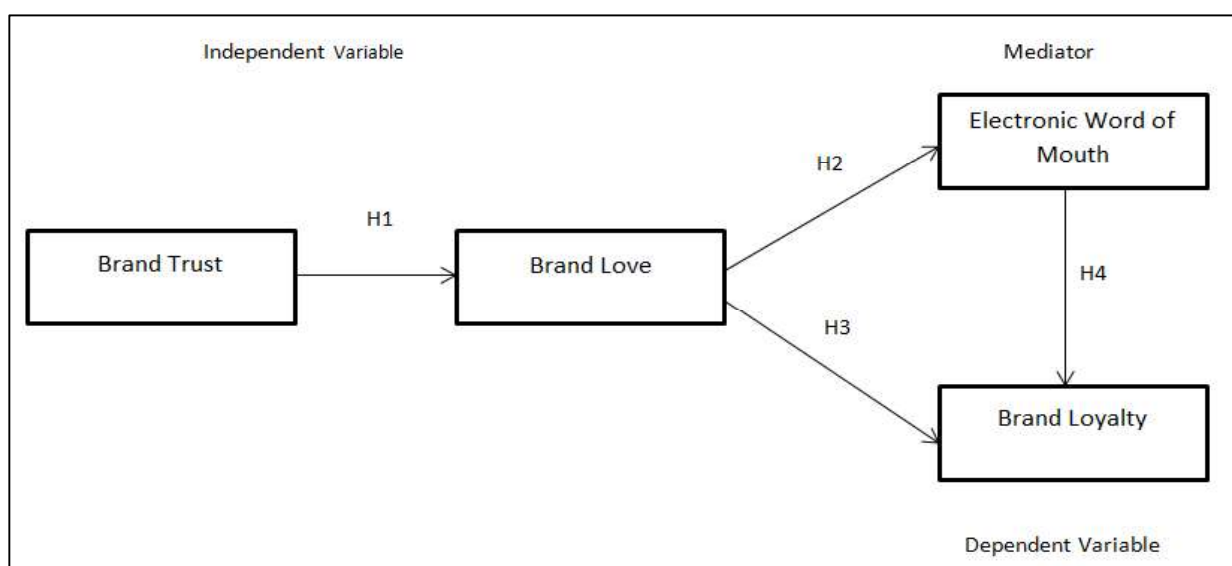
(Al-Haidari 2014; Rani and Shivaprasad, 2019). Specifically, for the luxury brands in gadgets, which has impacted technology, society and world at large, online review quality and source credibility (Carroll, et al., 2006; Aravind and Nair, 2016; Pooja and Kumar, 2021) can be important characteristics of eWOM that can affect its effectiveness.

Brand Loyalty

In any product category, BLT signifies a consumer preference. Jacoby and Chestnut (1978) defined BLT as “biased decision among alternatives out of a set of brands from a similar product category”. There have been two sides of construct in BLT one is attitudinal and the other is a behavioral. This two-dimensional approach was supported by many researchers who separated the attitude and behavior outcome to measure BLT (Dick and Basu 1994; Sharp and Wright 1999). Manufacturing companies in technology products focus more on delivering value to customer to stay ahead of competition and the relative consequence of brand experience together with relationship measure develops BLT (McDougal and Terrence, 2000; Knox and Walker, 2010; Jeb, 2014). The emphasis on BT is based on findings that BT strongly resonates with BL (Chaudhuri and Holbrook, 2001).

Hypothetical Framework

Figure 1: Theoretical Framework



Source: Authors’ proposed framework

Brand Trust and Brand Love

Brand trust is explained as “the willingness of the customer to believe and depend on the ability of the brand to perform its stated functions” (Chaudhari and Holbrook, 2001) however, it has been argued that BT and BL are two different constructs; nevertheless they are interconnected so well that they are analogous to each other (Loureiro, 2010). The two indicators of BL have found to be intersected with BT meaning that is reliability and intention (Florence, 2013). Another research added “affection” as the third indicator (Geçti1 and Zengin, 2013). Further, trust has always found close to emotional aspects thus, trust may lead to generate emotional feelings, so a positive link can be established between BT and BL. Also studies have shown that BT has a positive influence on BL, and BL influence attitudinal and behavioral loyalty (Zhang, *et al.*, 2020). Consequently, when a customer trusts the new innovative product which he/she uses, at the same time, a positive vibe and emotion can be reflected for this brand. Thus, the hypothesis can be:

H1: Brand trust is positively associated with Brand Love

Brand Love and Electronic word of mouth

Following the above arguments, Batra *et al.*, (2012) posited that BL is about emotional attachment to continuous interface with a particular brand. And if the consumers are deeply involved with the brands, they like to display affection towards it by recommending it to others (Leong *et al.*, 2020). Many researchers also consider such

customers as loyal activists for brands who actively comment and being vocal on social sites. Brand loving has a bigger role to play in motivating consumers to share positive remarks about brand to their family and community at large. Researchers in their studies have proved that BT leads to BLT and word of mouth (Liao, *et al.*, 2011; Wu, 2017) and brand love positively influences word of mouth (Albert and Merunka, 2013).

H2: Brand Love is positively associated with Electronic word of mouth

Brand Love and Brand Loyalty

BL indicates the maximum level of emotional connection of a satisfied consumer. However, researchers in the past have argued the reasonability of BL forming consumer brand relationship (Choi *et al.*, 2017; Berry *et al.*, 2002) where many authors have appropriately defined that love as a construct can be applied to consumer behavior (Batra *et al.*, 2012). As BL scales developed despite criticism on their applicability to measure interpersonal relationships, Alberta (2009) had given three outcomes of BL; good word of mouth, trust and loyalty. Further research on antecedents and consequences of BL also identified BLT as an outcome of BL as such that later apart from influencing consumer intention to purchase, affect consistent closeness towards the brand (Drennan *et al.*, 2015; Tsai, 2011). BL resulted as one of the significant antecedents of BLT and also the strongest predictor of brand equity (Nawaz, *et al.*, 2020). Drawing on that, this study thus, assumes the relationship to test for luxury Products and accessories.

H3: Brand Love is positively associated with Brand loyalty

Electronic Word Of Mouth and Brand Loyalty

Mazzarol, Sweeny and Startar (2007) study explains the Brand Loyalty as an outcome of electronic word of mouth (eWOM). Srinivasan *et al.* (2002) study reveals that behavioral results of BLT are from positive word of mouth. Balakrishnan, *et al.*, (2014) found that eWOM is positively related to BLT. In addition, satisfaction has an accumulative incremental outcome and influence on BLT. The process of BLT creation involves repurchase intention and positive word of mouth. Herdan and Heyman (2009) study found that the internet users leverage on the opportunity to contribute towards sales by showcasing brand loyalty to e-marketers. Based on the previous researches, results have shown that eWOM has an impact on BLT.

H4: Electronic word of mouth is positively associated with Brand loyalty

Research Methods

Data Sources and Variables

Using a structured questionnaire, the proposed model of the study was measured and evaluated. The study asks respondents to rate their level of BT, BL, BLT, and electronic word of mouth using 25 items in the measurement scale. To examine the BT, this study adopted seven items from (Gurvies and Korchia, 2002). BL construct was measured using eight individual items adopted from (Caroll and Ahuvia, 2006; Rodrigues and Reis, 2013; Shahid *et al.*, 2020). Electronic word of mouth was measured using four items developed by (Carroll, *et al.*, 2006). BLT construct items were taken from Carroll and Ahuvia, 2006; Rodrigues and Reis, 2013; Shahid *et al.*, 2020). With consideration for the context of the four measurement constructs, all survey items were modified. Likert scale with response on a scale of "1= (strongly disagree) to 5 = (strongly agree)" was used. The survey was written in the English language. A pretesting technique was used in order to further confirm the suitability of the questionnaire and language. Five marketing management, business management, and two language experts participated for correcting and validating the survey form.

The purpose of the pre-testing exercise was to ensure the questionnaire's comprehensiveness, language, and appropriateness as well as its content validity. The unclear and unnecessary items and phrases from several of the questions have been removed during pre-testing and minor adjustment was done to improve the quality of it.

Sampling Technique and Sample Classification

Primary data was obtained from Delhi NCR during the period between October 2022 to March 2023 using random sampling and snowball sampling among luxury brand gadgets and accessories users. Total 350 respondents were approached to fill the survey questionnaires. For the purpose of this study 250 surveys were nevertheless returned. Only 250 completed questionnaires were taken into consideration for further analysis after being briefed.

Results and Discussion

Measurement Model

Brand Trust (BT) is measured using seven statements given by Gurviez and Korchia (2002), possessing a 0.765 Cronbach's alpha, a CR of 0.965, and an AVE of 0.797. All metrics are deemed appropriate for this investigation. Table 2 also lists the mean, standard deviation, factor loadings, and standardized regression weight for each statement utilized in this investigation.

Brand Love (BL) is measured using eight statements given by Carroll and Ahuvia (2006), Rodrigues and Reis (2013), Shahid *et al.*, (2020), holding a 0.774 Cronbach's alpha, a CR of 0.975, and an AVE of 0.828. All metrics are deemed appropriate for this investigation. Table 2 also lists the mean, standard deviation, factor loadings, and standardized regression weight for each statement utilized in this investigation.

E-Word of Mouth (EWM) is measured using four statements given by Carroll, Barbara A., and AC Ahuvia (2006), having a Cronbach alpha of 0.850, a CR of 0.950, and an AVE alpha of 0.827. All metrics are deemed appropriate for this investigation. Table 2 also lists the average, standard deviation, factor loadings, and standardized regression weight for each statement utilized in this investigation.

Table 1: Statistics of Construct Item

Construct	Items	Mean	Standard deviation	Factor loading	SRW	Alpha	CR	AVE
Brand Trust (BT)	BT1	1.91	1.17	0.807	0.867	0.765	0.965	0.797
	BT2	1.86	1.22	0.822	0.886			
	BT3	2.00	1.20	0.836	0.899			
	BT4	2.07	1.21	0.745	0.898			
	BT5	2.07	1.25	0.773	0.91			
	BT6	2.06	1.24	0.779	0.909			
	BT7	2.08	1.22	0.786	0.879			
Brand Love (BL)	BL1	1.98	1.19	0.797	0.904	0.774	0.957	0.789
	BL2	1.98	1.23	0.751	0.9			
	BL3	2.01	1.23	0.748	0.907			
	BL4	2.05	1.26	0.660	0.918			
Construct	Items	Mean	Standard deviation	Factor loading	SRW	Alpha	CR	AVE
	BL5	2.16	1.28	0.629	0.92			
	BL6	2.15	1.32	0.568	0.872			
	BL7	2.07	1.25	0.721	0.935			
	BL8	2.06	1.23	0.720	0.924			
E-Word of Mouth (EWM)	EWM1	2.13	1.27	0.736	0.872	0.850	0.950	0.827
	EWM2	2.13	1.28	0.704	0.91			
	EWM3	2.05	1.25	0.712	0.932			
	EWM4	2.09	1.20	0.705	0.923			
Brand loyalty (BL)	BRL1	2.03	1.18	0.653	0.902	0.757	0.975	0.828

Brand Loyalty (BL) is measured using six statements given by Carroll, *et al.*, (2006), Shahid *et al.*, (2020), possessing a 0.757 Cronbach's alpha, a CR of 0.957, and an AVE of 0.789. All metrics are deemed appropriate for this investigation. Table 2 also lists the mean, standard deviation, factor loadings, and standardized regression weight for each statement utilized in this investigation.

Research Results

The respondents were from age group of 18 years to 35 years and the majority of them were from the age group of 22 years to 25 years. The respondents were the owners of Apple, Samsung, Google pixel Gadgets and Accessories. 69 percent of respondents were male and rests were female.

Correlation and Discriminant Validity

Table 2 reflects the value of correlation analysis. All the correlation values of variables are mentioned in the below mentioned table. The values of r (coefficient of correlation) of the variables are also presented in the

table. The results confirm the relationship between BLT and BL (0.251**), BT and BL (0.163**), e-word of mouth and BL (0.149**), e-word of mouth and BLT (0.297**) and e-word of mouth and BT (0.105**).

Table 2: Correlation Analysis

	BL	BRL	BT	EWM
BL	1			
BRL	0.251**	1		
BT	0.163**	0.289**	1	
EWM	0.149**	0.297**	0.105**	1

Table 3: Discriminant Validity

	CR	AVE	MSV	MaxR(H)	BRL	EWM	BT	BL
BRL	0.957	0.789	0.088	0.962	0.888			
EWM	0.950	0.827	0.088	0.953	0.297	0.910		
BT	0.965	0.797	0.069	0.966	0.189	0.105	0.893	
BL	0.975	0.828	0.069	0.976	0.151	0.249	0.263	0.910

The values for discriminant validity are shown in Table 3 with clarity. The inter-construct correlation values and square root of AVE were then calculated to evaluate the constructs' discriminant validity. As shown in the preceding table, discriminant validity was observed because the square root of AVE is greater than the values of the inter-construct correlations for all the variables (Fornell and Larcker, 1981).

Table 4: Model Fit Indices

CMIN/DF	2.458
CFI	0.956
GFI	0.806
TLI	0.951
IFI	0.956
RMSEA	0.077

The CFA approach determines how specific factor in a model represents data using a model fit indices. The model has been validated. For such a structural model, CMIN/DF = 2.458 was found to be an acceptable fit. (As high as 5.0, Kline, (1998), GFI = 0.806 (>0.80, Hooper *et al.*, (2008) CFI=0.956 (>0.90, Hu and Bentler, (1999), TLI = 0.951 (>0.90, Hooper *et al.*, (2008), RMSEA = 0.077 (<0.07, MacCallum, *et al.*, (1996) and between 0.08 to 0.10, Mac Callum *et al.*, (1996), IFI=0.956. As per the study's hypothesized structured model, all paths were statistically relevant considering overall p-values less than 0.05.

Table 5: Regression Analysis

	B	Se	T	Sig	Hypothesis
BT-BRL	0.959	0.027	3.371	.001	Supported (H1)
BRL-EWM	0.987	0.011	95.053	.000	Supported (H2)
BRL-BL	0.966	0.017	58.598	.000	Supported (H3)
EWM-BL	0.968	0.016	59.596	.000	Supported (H4)

It is evident from the result of the study that brand trust (BT) has a significant effect on BL (BL), with values b (0.959), t (3.371), and p<0.05 all seem to be positive. Therefore, hypothesis 1 is supported in this study. It is also indicated in the study that BL is significantly related with electronic word of mouth (EWM), where the values of the result are b (0.987), t (95.053), and p<0.05 all seem to be positive. Therefore, hypothesis 2 is supported in this study. It is also noted that brand love (BL) has a significant effect on BLT (BL), the values of the analysis reflects that b (0.966), t (58.598), and p<0.05 all seem to be positive. Therefore, hypothesis 3 is supported in this study. The result of the study also indicated that electronic word of mouth has positive effect

(EWM) of BLT (BL), the result of the study indicates the same which are b (0.968), t (59.596), and $p < 0.05$ all seem to be positive. Therefore, hypothesis 4 is supported in this study.

Table 6: Results Of Mediation Through Process Macro-Analysis

Bootstrapping	Direct effect	Indirect	BootSE	95% confidence interval		Mediation
				LLCI	ULCI	
BRL → EWM → BL	0.1765	0.7771	0.0730	0.5988	0.8843	Full Mediation

Note: i) $N = 250$

ii) LLCI = lower-level confidence interval; ULCI = upper-level confidence interval,

iii) *significant at the 0.05 level; ** significance at the 0.01 level; *** $P \neq 0.005$.

As per the mediation analysis, it has been found that electronic word of mouth has meditating effect on brand love (BL) and brand loyalty (BLT). Furthermore, the interval values for indirect effect between the lower confidence interval CI and the upper confidence level CI were not zero (as shown in Table), indicating that there was an indirect effect (Zhao *et al.*, 2010). The statistics shown that the indirect effect is slightly more as compared to the direct effect, as shown in Table. As a result, the study discovered a considerable indirect effect and a direct effect. Therefore, it has been concluded that there was full mediation effect (Jacoby and Jaccard, 2010) in the study. As a result, hypothesis 5 was supported.

Discussion

The study broadened the perspective and understanding of academicians towards forming association of BL, BT and BLT leading to positive eWOM of luxury brands gadgets and accessories.

This study reveals positive association of BT with the BL and subsequently BL with BLT through electronic word of mouth among consumers of luxury brands gadgets and accessories. The results of the study shows that BT has a significant positive effect on brand love (BL), with values b (0.959), t (3.371), and $p < 0.05$. This finding commemorates with the findings of (Zhang *et al.*, 2020).

The study has empirically proven that BL is significantly related with electronic word of mouth (EWM), where the values of the result are b (0.987), t (95.053), and $p < 0.05$. This finding is in line with the previous findings of (Liao *et al.*, 2011; Wu, 2017; Albert and Merunka, 2013).

Brand love (BL) has a significant effect on brand loyalty (BLT), the values of the analysis reflects that b (0.966), t (58.598), and $p < 0.05$ all seem to be positive. This finding is in line with study done by (Nawaz *et al.*, 2020).

As per the mediation analysis, it has been found that electronic word of mouth has meditating effect on BL and BLT. Electronic word of mouth has positive effect (EWM) of BLT, the result of the study indicates the same which are b (0.968), t (59.596), and $p < 0.05$ all seem to be positive (Mazzarol *et al.*, 2007; Srinivasan *et al.*, 2002) results are in parallel to the results of our study.

Overall, the findings of this study accentuated roles of luxury brand customers who are brand loyal, trust the brand and their BL forms positive word of mouth for future customers.

Managerial Implication: The results of this study have immense insinuations and indications for marketers and brand managers of luxury brands. Predominantly, the constructs were measured in the context of Apple, Samsung, Google products in India. The result of the study has indicated that Brand trust is important for Brand loyalty. The practitioners of marketing specialist need to understand the significance of trust among consumers. Trust play very crucial role not only in case of luxury brands but also other products and services. Companies try to build trust among customers through strategic layout. It takes much more time to build trust and convince that the offering is of quality. Therefore, it is suggested to the marketing professionals that never compromise with the trust of the consumers, as it leads to the BL. The result of the study also indicates that BL is likewise essential for the consumers and leads their behaviour to BLT. A loyal customer helps in mounting positive brand image.

Further, the study also found that electronic word of mouth has full mediating effect between BL and BLT. This clearly shows that customers in love with luxury gadgets and accessories are mentioning positive about it. The

electronic word of mouth helps to build brands strong image and gain brands in their sales and popularity. Therefore, it is suggested to the brand managers that they should promote the electronic word of mouth through their satisfied customers loving their products.

Theoretical Implication: This study is also having a great implication for researchers and academicians. The findings of the study suggest that BT is related with BL and love leads to the loyalty among consumers. It was also indicative that consumer's positive views on electronic platform play the crucial role in developing positive view about the products and services. This study is validating the brand resonance model through its findings. Researchers can think of developing some other model which signifies the role of electronic word of mouth for brand advocacy and value creation. It is the power of consumer voice which develops positive and negative opinion regarding the products and services. Researchers need to find some other important variable for developing BLT among consumers. This study signifies that luxury gadgets users are greatly influenced by the electronic word of mouth. If such a premium category product users get influenced by it. Similarly, it can influence the behavior of other product and service users as well. Similar research model can be used to study the other products and services as well.

Conclusion

This study is related with Understanding Brand Love in Luxury brands Gadgets and Accessories. We also tried to find out the mediating effect of electronic word of mouth between the relationship of BL and BLT. Though similar studies have been done to establish the relationship between BT, BL and BLT. While this study is specifically focused on Apple, Samsung, Google Pixel users. The result of the study indicates that BT is significantly related with BL. Here it is also indicative that BL is positively related with BLT. Furthermore, this study also signifies the mediating effect of word of mouth between the relationship of BL and BLT. The novelty in this study is that college going students are greatly influenced by the electronic word of mouth. This can be game changer for many of the products in the country if they are targeting similar type of product users. In conclusion it can be said that consumers in the country using Luxury Brand Gadgets and Accessories develops BL through BT. The result of the study reflects the same.

Brand Loyalty of Luxury Brand users is important for developing BLT. In today's time digital marketing is playing very crucial role in advertising and influencing the behavior and choices of the consumers. Therefore, the current study has investigated the role of electronic word of mouth as a mediator. The result of the study has found that it fully mediates the relationship between BL and BLT. This study also validates the brand resonance model (Keller, 2013).

Limitations and Scope for Future Studies

This study has made an important contribution to the research literature. However, there are also few limitations to the present study. Some other major factors also can play a significant role in mediating the relationship between BL and BLT. Few other variables can also be studied such as brand identity, brand equity, social media marketing, brand evangelism, online brand engagement and brand relationship in future studies. Same research model can be moderated by the control variables to see the effect of gender on the same. Future studies can be conducted using both qualitative and quantitative techniques. Finally, identical research can be conducted using more sample size to see the relationship of these variables.

Forthcoming research can be conducted with the same framework as benchmark. Further study can be done employing larger sample size from respondents belonging to other geographical regions. The present research has used only Luxury brands in mobile/pc gadgets and accessories, which can be extended to brands from FMCG's, automobile or fashion industry. The current study has used electronic word of mouth as moderating variable which can be restructured and /or demographics can also be used to moderate the research model.

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