

# Brand Love Co-Creation in Digitalized Supply Chain Management: A Study on Framework Development and Research Implications

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**Abstract**— The study presents an integrative framework of brand love co-creation with theoretical underpinnings in joint with digital customer experiential creation of brand love. Main idea of this framework are brand love platforms entailing both relational activities and offerings, at the intersection of joint parties of experiential co-creators (whether in their role as customers) and co-creational enterprises as organizing the practice of brand love co-creation (whether in their role as innovating or marketing offerings or managing network relations). Using one illustrative examples of NEXT as an example of brand, the study discusses how brand love co-creation can be leverage through digital brand engagement platforms. Subsequently, using three independent variables, social-self, brand image and brand trust the study try to discuss the concept of co-creational enterprises as a nexus of co-creational digital platforms of engagements, and elaborate upon the organizational practice of brand love co-creation in a digitalized world. From the findings the study concludes with several implications for future brand research.

**Keywords**— Keywords: Brand Love, Co-creation, Brand Image

## 1. Introduction

Nowadays, building a successful brand is more complex than ever, but it's clear that love is the most important ingredient to creating long term affinity and ultimately driving sales. Marketers need to take into action how they can blend consumers' emotional attachment with brands in terms to create brands with a vision to create high engagement loyalty. According, [35]. This scenario is a critical strategic competitive advantage to develop in the digital landscape due to it is challenged by consumers coveting for 'something new' and 'something different' rapidly.

Digital Marketing strategist constantly try to blend the feeling of brand love in the customers to generate the feeling of "word of mouse" and review as it is the most vital component of digital marketing today and possess the high potential to penetrate the brand love concept in the minds of the digital customer base. Marketing people today

design strategy to ensure their marketing campaigns and messages are impacting it, in addition to driving awareness and purchase intent among digital customers. The marketers that failed to satisfy online customer leads will to devoted customers who are able to switch brands as they are not long-term loyal customers of a brand, [59].

Digital brand love and satisfaction differs by the degree of involvement and amount of interaction of a customer with a brand; as it is known, consumers' establishing emotional bonds with brands and the bond connecting the self with the product-brand are longstanding issues which have an extensive coverage in the previous literature, [7].

Not only big companies are striving for them, but it also needs sometimes and involvement from a team of people. In smaller company marketers can keep their digital brand love consistent. Digital brand love need be the company greatest asset. Hence, satisfaction acts as a platform for the creation of brand love and thus, enhances the bond between the brand and consumer until it becomes brand love, [59]. Simultaneously, there has been an accompanying evolution of the role of customers, beyond recipients of offerings to co-creators in the value creation process, [48].

Brand love is an emotional bond between the customer and the product consumed like interpersonal love. Speaking in a consistent voice offline and online is the smart move in digital brand love co-creation because familiarity breeds love. Having a consistent style, colour palette and voice makes people come back more than just as loyal customer. Brand consistencies over the digital platforms, such as Twitter help to bond digital brand love. A successful marketer, need to view maintaining the digital brand love through co-creation is a job of its own. Digital brand love management is not something marketers can squeeze in before or after lunch. It is a long-term commitment to the health of a company.

Several previous studies have identified a broad set of factors, including product-related, consumer-related and firm-related variables. Initially, it was introduced by [27]

where they adapted three dimensions of brand love which are passion, intimacy and commitment from psychology. According [9], researchers initially focused on the emotions that people feel for a brand. Then later, researchers began to realize that, there's more to brand love, which are multiple dimensions more than just merely emotions.

This study explores the nuanced aspects of what drives brand love co-creation between customer and firms and offers one-of-a-kind insights and rare perspectives on how brands can make that crucial emotional connection with the customer and perhaps what are more important are, how they can keep and strengthen that connection. Brand love is defined as "a multidimensional construct consisting of a satisfied customer's experience with a brand, which leads not only to brand loyalty but to a deeply emotional relationship" [25]. According to [25], there are seven dimensions for brand love which are perceived functional quality, self-related cognitions, positive affect, negative affect, satisfaction, attitude strength, and loyalty.

The study involves a brand which is a UK based retailer brand that offers exquisitely designed apparels with excellent quality accessories and value for money. The brand offers apparels and accessories for men, women and kids and home interior follow later. The fashion industry in Malaysia is booming with numerous locally designed and imported brands that collide and compete between each other. Several of the brand competitors are Warehouse, Marks & Spencer, Dorothy Perkins, Miss Selfridge, River Island and so forth. To be different, this brand emphasizes on the development of the product and direct sourcing through their supply chain management in terms to apply the co-creation strategy so that they can lead in certain area such as better fabric, yarns, trims and embellishment to ensure their tailoring are exquisitely made with quality and reasonably priced.

However, quality and satisfaction alone are not enough to win the customer's heart. The brand needs to gradually improve to step it up and create distinctive competencies to be the leading brand in the fashion market. Most companies would want their customers to start a relationship with their brands. To do so, the brand need to find the answer on how to create a strong emotional bond between consumers and the brand to ensure that they are reluctant to switch brands by improving their digital supply chain management. The emotional bond that is discussed here is 'brand love'. Although, brand love is still a new concept, there are many studies about brand love, but the ones who have studied this issue, defined love as an emotional attachment like an interpersonal love between a product and a consumer.

Brand love is known to provide a competitive advantage which is inimitable and rare, and thus increases the performance of a firm. Therefore, brand love needs more exploration on its factors, considering it is still a new concept in the marketing world. Brand love provides a connection that's deeper than just regularly buying products from a brand. It's about identifying with it. Brand love is something every brand wants, but not every brand gets.

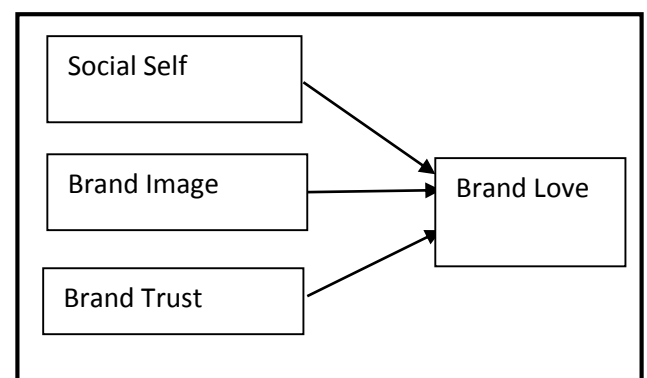
## 2. Problem Statement

Information in the digital age came swiftly today. It comes from various sources such as television, radio, print media, internet, to social media, even as early as when we open our eyes. Millions of contents produce, provide a big challenge to the marketers today in breaking the clutter of content when they are planning to release a content marketing. With a wrong theme, the content that marketers try to deliver in developing brand love among customer will be ignored by the tame because it seems does not valuable to them. Cost, efforts, time, and energy were wasted, and it will lead to marketing strategy ineffectiveness that will cause a product or services branding campaign failed.

In this deep dive conceptual paper discussion, this paper picked up to identified and described further on the information gained by the previous sources that support the objective discuss upon this research thoroughly, started from the dependent variable which are brand love, followed by independent variables which are brand image, social-self and brand trust.

Figure 1. Proposed Framework

Source: Adapted from [59] and [57]



The main idea of this paper is to explore various guides, stories and facts about the initial framework of brand love co-creation in a digitalized world. There is a need of a review on brand love co-creation in the digital era that, so company can break the clutter among content provider in launching brand love campaign as well as building a character for a product through digital supply chain management as highlighted in the new marketing wave strategy. This is certainly very useful for marketers and business organization in creating brand love co-creation strategy that fits with the audience in digital age.

The study involves an international brand name. To sustain and to remain competitive in the digital age, the company need to ensure the customers remain loyal to their brand and love their brand. Previous study discovered that people's relationships with brands aren't as one-dimensional as perhaps previously thought. Just because a consumer says she "loves" brand, it doesn't mean the relationship is monogamous or even particularly loyal when it comes to making purchases.

To strategize their brand love digital co creation strategy NEXT study how well their brand exceeds needs, sets trends, shares values, builds trust, elevates experiences, and respects consumers. By analysing these drivers that are represent by three independent variables, social self, brand trust and brand image, the brand love co creation revealed the following insights to help the brand build love amongst their consumers towards their brand through co-creation strategy with their key partners in digital supply chain.

According to [1], through emotional bond, customers believe in superiority of the brand compared to their rivalry and can exceed their needs. Therefore, researchers focus on 'brand love', which is an emotional dimension that can retain consumers for a long time. Brand love is important as it implies in several studies to reinforce emotional attachment between a customer and their favourite brand. Therefore, this study will explore the factors that uplift brand love which are brand image, social-self and brand trust.

### 3. Literature Review

The paper has conducted a systematic literature review on the connection between brand love co-creation in a digitalized world and consumer paradigm shift on socioeconomic factors utilizing the ScienceDirect database. Systematic reviews are used to assess the current state of knowledge surrounding a certain topic. The paper involves replicable and transparent techniques to appraise and screen the data [6].

Two hundred papers were extracted using three separate search phrases: "brand love", "brand love creation", and "digital brand love development". The papers were divided into two groups. The first group contained highly cited papers. Any paper above the average of 11.6 citations was included. The second group consisted of newer papers, published in the high-ranking journals after 2014. The abstracts of these papers were then read and evaluated to make sure that they matched the research topic. After applying all selection criteria, thirty papers were selected for the literature review. Among those papers, 8 articles studied the impact of co-creation on brand love in digital age and 22 papers investigated the relationships on the industry level. The literature also described further on the information gained by the previous sources that support the objective of this research thoroughly, started from the dependent variable which are brand love, followed by independent variables which are brand image, social-self

and brand trust. All the variables were revised to provide insight regarding past research and articles that relates to the research.

#### Brand Love

Over time, consumers have started to hold certain brands close to their hearts. There are many studies about brand love, but the ones who have studied, defined love as an emotional attachment like an interpersonal love between product and consumer. Like love or friendship between individuals, brand love is an emotional connection. How does it feel to use a brand? Or, to be seen with it? Which leads to another similarity? Thus, brand love is conceptually distinct from-but related to- brand 'liking' [37]. Initially, [38] introduced brand love by adapting [4] Triangular Theory of Love dimension which comprises of passion, intimacy, and commitment and thus, divided the theory into eight groups which are non-liking, liking, infatuation, functionalism, inhibited desire, utilitarianism, succumbed desire and loyalty. Simplicity is more than just a clean brand design: it includes transparency, ease of use, and understanding. Consider all aspects of the brand and try to make everything as simple and concise as possible for consumers to win them over in their already complex worlds and though.

Previous researchers believe that brand relationships still exist in the digital world, but they're just not as simplistic. To the digital consumer brand might not be as deep as marketers want to think they are. They might be more fleeting. But, to the people brand connecting with, they're still important. For example, a brand might be more successful as a "best friend" than as a "fling", or it may be better suited to serve as a "teammate" than one half of a "committed partnership" and this is not a bad thing to enhance.

Another stream of research has investigated brand love without referring to an interpersonal theory of love. [4] suggested that brand love consists of passion, attachment, positive evaluations of the brand, and constructive emotions in response to the brand, and declarations of love for the brand.

Many research papers indicate that the days of talking about 'customers' is in decline. The term "customers" is slightly off-putting term that marketers need to discourage their team from using, as they are related too much of a monetary implication and of merely an exchange of money and product and reduce co-creation aspect. Researcher shows that the connections consumer make with brands can be as deep and emotional as the relationships they built with other people. Consumers easily attracted to imagine what their life could be like if they buy the products so try to show them that image but keep it from being patronizing. For a brand to be loved, even though it must change with the times, it's important to remain true to its core values. Across time and across every consumer touch point.

According to [41,42,43], several brands loves concentrated on its conceptualization rather than the variables and consequences. Brand love extends further than brand

attachment “including multiple cognitions, emotions, and behaviours, which consumers organise into a mental prototype” [10] Consumers buy products based on their perceptions of a brand, what the products can do and how the products can change their lives. When purchasing a product consumer like to focus on the possibilities that are associated with the product rather than the realities of what the product will be used for.

Some studies propose several factors such as status of a hedonic brand or self-expressive brand or known as social-self [17,19]. Whereas, for others, they identify, brand quality and personality traits [10], brand trust and brand commitment [21, 23]. [10] also identifies several dimensions which self-brand integration are, passionate desire to use, positive emotional connection, anxiety separation distress, long term relationship, positive attitude valence and attitude strength.

Today brands have become one of the ways that many consumer, especially millennials, have started to define themselves by. Marketers today try to build their brand as one of the base that a consumer would be proud to associate with. More than ever, brands have a responsibility to make people look good. Furthermore, [25,26,27] propose that love relations between a consumer and a brand are alike which one has with a celebrity which is one –way love. In the digital business world brand awareness alone won't drive sales. Brand love and co-creation is what drives desire, loyalty and advocacy. Today branding and advertising not only need to create awareness but it is live brand experience that creates a tangible emotional connection that cans tangiblised the feeling of love. The journey of brand love co-creation in digital world should go awareness - engagement - love - action. It doesn't simply go awareness – action; there needs to be something meaningful in-between.

A plethora of literature suggested that brand love models envisage brand acceptance, brand loyalty, engagement in positive word-of-mouth (WOM) and resistance of negative information and increase willingness to pay a premium price [61,62,63]. It can be difficult to convert consumers from hating to love a brand and it also costs five times more to gain a new customer than it does to retain one. Realizing this it is best to focus on the consumers who already love the brand try listen to their suggestions and concerns and tailor the company to better serve them. Once the customer base has developed a loving relationship with the brand, it will be easier to rope in the consumers who aren't so sure about you. This strategy explained why co creation is importance in developing digital brand love. Furthermore, brand love acts as a way to build sustainable consumer-brand relationships that offers beneficial marketing opportunities [31]. Perhaps consumer today have grown up in a digital world where they have learnt not to trust everything at face value, millennials in particular really value transparency and honesty in building brand love. This generation is far more aware of marketing and advertising than previous generations and with this commercial awareness leads to scepticism. Consumers in the digital world see through baseline marketing strategies; if they feel they're being “marketed to”, they are likely to

switch off. Thus, brand love can no longer be assumed; it must be earned.

Based on the above, the winners will be brands that realise it's not just about building brand love anymore or working to established models of loyalty. It's going to be about things that make different types of connections and build different types of relationships between brands and people. When comparing personal relationships with brand love. If a good friend makes a mistake, people are quick to understand and forgive. The same is true with a favourite brand. Assuming the brand is honest and admits its error or misstep; consumers are patient and offer the kind of forgiveness that they would never extend to a brand they had no feelings for. Being liked is easy but being loved is another thing altogether. Marketers today striving to forge meaningful relationships with fans built around trust, loyalty, honest and reciprocal commitment. By realizing these, a deeper understanding on brand love should be deemed as it correlates positively to favourable consumer responses such as brand loyalty and positive word of mouth based on prior researchers.

### **Brand Image**

Brand image is developed through the marketing and advertisement campaigns and create the positive impression on the minds of the people. Developing a brand image is very important for making people aware of the products and services and creating an aura of attraction towards that product range or services. Both averages to large scale companies spent a remarkable amount of time and money on creating, maintaining and promoting this brand image. Brand image is defined as “consumer's perceptions of a brand” [31,32,33]. A good brand image affects the brand's positioning and increases the brand market performance [51,52,53]. Brand image should deliver the same principles of experience that marketers need to deliver for their customers online; including accessibility, whether digital platform is your main sales channel or not. There is through a long way to go for this to be taken as seriously as it should. It is the whole of subjective and perceptive phenomena that consumers construct in their thoughts about a brand [18,19].

Developments in digital branding show that brand image is how the identity stands out in a multi-platform crowded experience. Benchmarks, tab favicons on the web pages, web apps on the browser, image results for search and also the mobile app icons that should make everyone think about how the identity performs and connects on each platform. The most important idea is marketers must now able to consider how it has the flexibility to be changed to “retro fit” these locations and still be easily recognisable by consumers. According to Meenaghan [15,16,17], the image of a “personality” or product consumer, are formed through the product. Brand image can also be formed through obtaining various resources related to a brand without having to buy or have an experience with the product [11,12].

Digital platform is the biggest platform where marketers influence the public opinion about brand image. Every

tweet, retweets, post on Facebook, like share or comment about their product related to brand image while the message is communicated. The favourable comments, product reviews, and readers' recommendations are the great worth for product and its brand image. While the role of social media channels is not limited to the geographical boundaries, your product can reach to the audiences worldwide.

When developing a brand image, location is a key factor. Where will the brand be marketed, where do customers live, what languages do they speak and where do they demand orders to, or where will a business receive them from? These are some of the key questions worth answering in the process of brand image development. With the digital development, location becomes even more important because the business is not in total control of its audience and their location. A company may vary from an SME serving a local community but tourism, social media awareness, search factors and increasingly multicultural audiences can drive change to this potential customer base. A change may be required from a once in a one size fits all approach to content and the products and services on offer.

The best International brands have a unique but 'brand true' strategy for each location, from the search engines to optimize for, to mobile usage and choice of operating systems to develop apps for, location of the products and services and the respective customers are crucial aspects of successful, international online branding. Location as part of brand image and engagement has also become much more of a factor with the use of smartphones. Location based apps to help customers on the go find a business, buy using their mobile, share their check-in and experience are adding value to the brand.

According to Bibby [9,10], brand image comprises of consumer's perception of the offering and it includes symbolic meanings that consumers associate with the specific features of the product and service. Digital media, with its consumption, various formats and interactivity has given brand image exciting opportunities to show, sell, share and deliver its products online. In branding processes, products are considered in terms of their key messaging and top level display in line with the brand image and positioning of the company. If a brand is positioned as having unique or 'competitor busting' attributes then what digital media allows is the opportunity to show this like never before with new specific features such as video content, interactive personalization tools, sharing facilities via social media, try this on features, augmented reality via mobile, real-time configuration based on user inputs.

Brand image is defined as the reasoned or emotional perception consumers attach to the specific brands [23,24]. Brand image are workable when marketers clearly decide on the right mix of tactics to use, based on the product's brand position to fulfil and exceed customer expectations, differentiate the products from their competitors and aid conversion.

How people in an organization understand and build the brand image are central to making the brand work. How

they look, talk, write and their nature and approach are all part of the brand image delivery process. This often takes time to educate, train, monitor and recruit the right people to a business organization.

In digital platform, people remain an essential element to the brand image delivery on several levels. Customers may seek comfort online by seeing, hearing and reading about key members of the management or customer service team that involve them through co-creation. Customers may wish to check the history and credibility of the management team or find out more about a person they met to deal with them further. People are responsible for the online brand image delivery because a digital brand communication strategy is nothing without content and co-creation.

In addition, brand image may play an important role in distinguishing products and services according to their tangible quality features [35,36,37]. On top of that, consumers are aware of the product and service or maintain their quality awareness to the product and service [44,46]. [48,57], posits that brand image acts "as a set of relative localization, identical quality guaranteeing and the function attribute of the product and service" where people reflect their self-image to make purchase decisions.

Furthermore, brand image should consist of both emotional and functional elements [49,55]. However, brand image is perceived in a different way due to "universes of meaning" which a brand can portray [47,50]. Moreover, brand image also acts as a unique competitive advantage that differentiates a brand from their competitors [2,9]. According to [31,32], positive brand image increases brand loyalty, positive word of mouth, purchase intentions and consumer's willingness to pay a premium price.

Based on research by [35,37], brand image affects brand love in sport shoes industry. In this study, the researcher would want to reconfirm brand image relationship on brand love in fashion industry.

In conclusion brand love and brand image simply do not exist anymore without ensuring digital strategy is central to how they are communicated, advertised, consumed and shared. By taking into account the key factors mentioned in this study and ensuring there is a strategy that considers the right digital mix in support of the brand position co-creation marketers can strengthen their online position in the marketplace and thrive in the digital world.

### **Social-Self**

Psychology experts explain what makes a customer love brands: emotional decision-making, identity, and social identity, [35,37]. Marketers can use these principles to better understand what motivates their customers and get the most out of their brand management and marketing efforts, [48,50].

Evidence suggests that emotions may influence consumer behaviour where as consumers they more like to admit. According to, [4,5], consumers evaluate brands mostly

based on emotions rather than information or facts about the brand.

From the literature an understanding can be constructed where consumers' social-self are driven by emotions, [10,11]. From the supermarket strategy of placing produce and flowers at the front of the store to generate a feeling of "freshness" to clothing retailers that play music that makes shoppers feel like they're at a hip nightclub. This actually makes shoppers move faster, without reducing sales, examples of businesses harnessing the power of emotion to sell abound. Consumers construct their identities and present themselves to others through the brands they choose, [37,39]. For example, consumer may love a certain brand of hybrid cars because they would like to build themselves a self-identity as environmentally conscious, or because they want other people to view them that way.

Researchers also, found that teenagers tended to have positive associations with brands that reflected images that were consistent with their own identity, such as "conservative," "hippy," or "athletic." [43,45]. Identity may explain why many of the best-loved brands communicate personality traits that consumers identify with or wish to emulate, such as being young, tech-savvy, wealthy, or sexy. If a brand doesn't resonate with the customer's real or desired identity, it's unlikely the brand will inspire love, [25,26]. In traditional marketing, when it comes to branding, businesses often over-emphasize the facts, focusing on a product's new features or superior benefits. However, given how much of decision-making is emotional, focusing on feelings may be a better strategy for brands.

[49,51] posit that a person would prefer a certain brand that they perceived as being famous and perceived themselves as famous or have the desire to be famous. Consumers are able to elicit, affirm or develop their sense of self through distinctive image portrayed by a brand [46,47]. Consumers tend to opt for brands that express images that are similar to their self-concepts or self-images [39,41].

There are four different types of self-concepts, namely, "actual-self (me as I am), ideal-self (how a person would like to see himself), social-self (how others see the person) and ideal social-self (how a person would like to be perceived by others)" [55,56]. Self-concept is used to define an individual's ideas and feelings about his or her self as an object [7,9]. Self-concepts evolve over time as individuals change how they contemplate of themselves and engross in interaction with others [60,63].

When a print advertisement's brand portrays reflected personality characteristics that are aligned with their own personalities, positive responses were attained [58,61]. Brands that reflect itself are those alluring to the inner self and social-self [45,52]. According to [7,9], brand love is stronger when it reflects the identity of the consumer greater. The relationship between sense of social-self and brand love shows to be higher when social self is higher [19,21]. Consumers seek to sustain or increase social approval for certain facets of their self-concept by purchasing and consuming brands [1,5].

Consumers purchase brands not only for their "utilitarian elements but also for symbolic meaning" [3,8]. A brand that matches their personality, that is able to elicit and sustain sense of self more fully and authentically, found to be more attractive by consumers [13,20].

Additional value is formed through meaningful associations that encompass beyond fundamental product features which are created through brands that permit consumers to express their identities [14,22]. Brands that reflect oneself acts as a motivation to stimulate consumers to purchase brands [28,34]. Therefore, the researcher would want to investigate the relationship between social-self and brand love in a fashion industry context.

### Brand Trust

Brand trust is "the willingness of the consumer to rely on the ability of the brand to perform its stated function" [29,40]. [30,54], posit when one party has confidence in an exchange partner's reliability and integrity, trust is said to exist. Consumers may reduce uncertain risks associated with the product choice through brand trust that serves as a mental mechanism [59,63]. In the corporate brand context, reliability and goodwill acts as dimensions of brand trust [9,13].

Brand trust is a "consumer's disposition toward a brand characterized by positive expectations and willingness to rely on the brand" [12,15]. [37,38], states that brand trust may exist through familiarity with or understanding of the brand based on prior interactions and experiences with the brand. Trust is based on consumer's beliefs where it is subtle and subjective rather than facts [27,30]. [11,15] posit that brand trust is considered as having "confidence" in the product and services that the buyer considers when making purchase decisions.

Brand trust is the customer's disposition to rely on a brand, despite the risk or uncertainty associated with that brand [7,9]. [18,20], states that symbolic brands with a high level of involvement and high perceptions of purchase risk made the brand trust more relevant. Brand trust comprises of both cognitive beliefs and affective perceptions about the brand. [10,13], states that the reliability which relates to performance features and intentionality which emphasizes the belief that a specific brand name is important to ensure the product is good, [10,13].

[10] states that there are two dimensions to brand trust which are trustworthiness and expertise. Whereas, [20] posits that a consumer emotionally and rationally attached to a specific brand name through brand trust. [35] posit brand trust as a vital element of brand equity and noted to play essential role in brand buying behaviours.

Based on research by [57], brand trust affects brand love in Turkey's clothing industry. However, they did not choose any specific clothing brand or brands for their research. In this study, the researcher would want to reconfirm brand trust relationship on brand love in a specific brand which is NEXT.

## 4. Discussion and Recommendation

### 4.1 Discussion on Findings

This literature study highlighted an insight there is a need to focus on a specific aspect of brand love need to be study due to develop consistency in digital brand love co-creation: how brand relationships mirror real-life personal relationships; the perils of digital inconsistency; designing brand image; connecting audiences with brand trust; [16,21], states that the consumers' identification with a brand, trust in a brand, and brand commitment act as predictors of brand love. Furthermore, based on a research by [31], store image, perceived transactional value, and corporate social responsibility have been discovered to affect brand love. In addition, social self, variety-seeking and brand image have been found to influence brand love [59]. On top of that, [37] discovered that consumer personality influences the development of brand love. Moreover [61,63] research shows the influence of product category on the relationship between personality and brand love.

Nowadays, the fashion industry is getting more and more competitive each day due to the emergence of competitors worldwide. Brand love is very different from brand recognition. In offline fashion industry before it was enough to plaster the brand up in enough places, and just hope brand recall eventually converted into sales. In the development of digital world today, it has become less about brand recall or recognition and more about brand truth and utility. Building brand love must be core to the DNA of the brand, and they must have ways to logically measure and emotionally feel it.

In line with previous research studies, people often talk about 'loving' products, brands, and consumption undertakings. Prior studies have established that talk about love is more than an interesting figure of speech, [25,27]. But in the digital world today, while people may love brands, this does not automatically make them loyal. If something better is out there, young people that live in the digital age will not hesitate to try it. There are evidences that consumers use cerebral patterns and methods such as love not only in interpersonal perspectives ("I love you") but similarly in consumption viewpoints ("I love my car"). Even though a consumer does not come close to the intensity of affection to a brand that in daily language might be called 'true love', elevating a customer from an adequate level to a slightly higher level of brand love, may elicit vital enhancement in a diversity of managerial significant outcomes, [15].

### 4.2 Recommendations

Hence, the brand that involve in the study, gradually need to improve their efforts to improve their procurement processes by applying co-creation strategy through their partners in their digital supply chain management strategy and pushing boundaries of where they can attain in terms of design and quality. It is imperative that the brand can deliver what they promise to the customers. Moreover, elements such as after-sales service, service quality, and

effective employee training are vital to ensure they can address customer needs, and thus, affect a consumer's trust and consequently his or her love on the brand.

These is because brand love co-creation, it's all about 'fans'. Fans that who 'loves' a brand; as opposed to them which may simply 'like' a brand. The different rise when 'Customers' need to be lured in to buy a certain product or service whereas fans that involve with brand love co-creation come by their own accord because they have an emotional connection to it. While customers give their money, fans give their hearts. And brand fans of course will share marketers' message through digital social platform.

This can be done through highlighting brand values or the brand's personality in corporate communications. Furthermore, with the existence of brand community may help to foster consumer's identification. In addition, the brand may develop new methods to attain customers and encourage sales from existing customers through personalising offer when they apply co-creation strategy through their supply chain. Previous study indicates that they may cater to personal needs through personalised website experience. By improving their supply chain strategy to digital they can cater directly to the customers through email and other social media messaging method that are most convenient and reliable.

The strategy provides better name recognition, which is always be a great way to create a brand love connection; marketers try to find a way to identify the customer as an individual not just another sale. When moving forward, strategies are design to foster that connection in the form of communication. By facilitating conversations with the customers' marketers usually will build their trust and loyalty towards brand while also keeping an eye out for concerns that they might have. If customers care enough to have constructive or positive conversations about the brand, it means the company are doing something right.

## 5. Conclusion

For future research, the researchers should consider a bigger pool of literature from other database to attain a better result that represents the conclusion. Ideally, a larger pool of literature with a balanced representation from different group of databases will provide a better insight on the relationships between variables.

Furthermore, the group of literature that represent different industries should be considering, considering there are different view representing different industries. Thus, result will encompass of different industry background which will provide a greater generalizability to the results obtained.

In today digital platform development, the biggest challenge in term for marketers to influence the public opinion is a about brand image delivery through a digital pipe-line supply chain. Every tweet retweets, post on Facebook, like share or comments about their product are related to brand image while the message is communicated. The favourable comments, product reviews, and readers'

recommendations are the great worth for product and its brand image. While the role of social media channels is not limited to the geographical boundaries, their product can reach to the audiences worldwide.

When developing a brand image, location is a key factor. Where will the brand be marketed, where do customers live, what languages do they speak and where do they demand orders to, or where will a business receive them from? These are some of the key questions worth answering in the process of brand image development. With the digital development, location becomes even more important because the business is not in total control of its audience and their location. A company may vary from an SME serving a local community but tourism, social media awareness, search factors and increasingly multicultural audiences can drive change to this potential customer base. A change may be required from a once in a one size fits all approach to content and the products and services on offer.

The best International brands have a unique but 'brand true' strategy for each location, from the search engines to optimize for, to mobile usage and choice of operating systems to develop apps for, location of the products and services and the respective customers are crucial aspects of successful, international online branding. Location as part of brand image and engagement has also become much more of a factor with the use of smartphones. Location based apps to help customers on the go find a business, buy using their mobile, share their check-in and experience are adding value to the brand.

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