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The Impact of Brand Love, Brand Attachment, and Electronic Shopping Experience Satisfaction (eSES) on Consumer Willingness to Write Reviews

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ABSTRACT

The purpose of this study is to examine the willingness of a consumer to write an online review in relation to their love for a brand, their attachment to a brand, and their satisfaction with shopping online for that brand. There are limited empirical studies that investigate the impact of Brand Love, Brand Attachment, and Electronic Shopping Experience Satisfaction (eSES) on online reviews. Brand Love is the extent of emotional attachment that a content consumer feels for a certain brand or trade name whereas Brand Attachment measures the degree or strength to which consumers connects themselves with a brand. Lastly, a consumer's satisfaction with their online shopping experience encompasses a variety of factors, such as product performance and product price.

Data was gathered via a Qualtrics survey. A total of 206 online shoppers submitted usable data. These shoppers had all shopped and bought an item they love online in the past six months. The item that shoppers bought fell into one of two categories: clothing or electronics. Multiple regression was used to test the proposed hypotheses regarding intentions to write an online review and the three constructs: Brand Love, Brand Attachment, and Electronic Shopping Experience Satisfaction. Results show that only Brand Attachment may have an influence on a consumer's willingness to write online reviews. Online retailers would benefit from this study because the study examines how consumers come to the intention to write an online review; therefore, results may provide insight for marketers and practitioners to use for potential online marketing efforts.

ABOUT THE AUTHORS

Michelle Le is a 2018 graduate from the University of Southern Mississippi. She graduated with her Bachelor's in Marketing with a minor in Management. She graduated with Magna Cum Laude distinction which is only offered to Honors College graduates. After graduation, she

accepted a job with UNIQLO, a Japanese fast-fashion retailer, in their UNIQLO Manager Candidate Program.

Dr. Joanne T. Cao is an Assistant Professor of Marketing in the College of Business and Economic Development at the University of Southern Mississippi. She received her doctorate at Louisiana Tech University. Dr. Cao's research streams include service consumption, value creation and destruction, and service failure and recovery. She has an established record of research, and her work has been presented at international, national, and regional conferences.

Dr. Gallayanee Yaoyuneyong is an Associate Professor of Merchandising in the College of Business and Economic Development at the University of Southern Mississippi. She received her Ph.D. from Florida State University. Dr. Yaoyuneyong's streams of research can be divided into two distinct categories: Merchandising 2.0 and Classroom 2.0. Her research has been published in various journals in the fields of merchandising, marketing, advertising, and education. Dr. Yaoyuneyong is a particularly innovative instructor and has won numerous teaching awards.