ISCTE ◈ Business School
Instituto Universitário de Lisboa

HOW COLLEGE STUDENTS IN CHINA VIEW BRAND EXPERIENCE,
BRAND PERSONALITY AND BRAND LOVE:
MODERATE EFFECT OF PRODUCT INVOLVEMENT

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Abstract

In recent years, with the improvement of residents' consumption level and the development of the Internet era, the needs of consumers have begun to change. Technology has greatly changed the consumption habits of young consumers. People begin to pursue higher-level needs. When consumers buy products, they not only pay attention to the quality of the products, but also to the wonderful consumption experience brought by the products or brands. Brand experience has become an important variable affecting consumer decision-making.

Existing research show that customer experience has importance impact on brand love and purchase behavior. However, there is little attention paid to the antecedents of the brand experience and there are few scholars studying on the connection between brand personality, brand experience and brand love.

Consequently, the purpose of this study is to explore the connection between brand personality, brand experience, brand love. The relationship model between the three is constructed based on the previous research. Then we supposed corresponding hypotheses and designed questionnaire, we analyzed the collected data by spss24.0 and draw conclusions : brand personality had a significant positive correlation with college students' brand love and five dimensions of brand experience (affective experience, social identity experience, creative cognitive experience, morality experience, sensory experience) ; These five dimensions of brand experience could positively impact on brand love and could mediate the influence of brand personality on brand love. Product involvement was a regulatory effect in the connection between brand personality and brand love, brand experience and brand love.

Keywords: Brand Personality, Brand Experience, Brand Love, Product Involvement

Resumo

Nos últimos anos, com a melhoria do nível de consumo dos moradores e o desenvolvimento da era da Internet, as necessidades dos consumidores começaram a mudar. A tecnologia mudou bastante os hábitos de consumo dos jovens consumidores. As pessoas começam a buscar necessidades de nível superior. Quando os consumidores compram produtos, eles não apenas prestam atenção à qualidade dos produtos, mas também à maravilhosa experiência de consumo trazida pelos produtos ou marcas. A experiência da marca tornou-se uma variável importante que afeta a tomada de decisão do consumidor.

Pesquisas existentes mostram que a experiência do cliente tem um impacto importante no amor à marca e no comportamento de compra. No entanto, há pouca atenção aos antecedentes da experiência da marca e há poucos estudiosos estudando a relação entre personalidade da marca, experiência da marca e amor à marca.

Consequentemente, o objetivo deste estudo é explorar a relação entre a personalidade da marca, a experiência da marca e o amor à marca. O modelo de relacionamento entre os três é construído com base nas pesquisas anteriores. Em seguida, supusemos hipóteses correspondentes e elaboramos um questionário, e depois analisamos os dados coletados por spss24.0. Por fim, tiramos conclusões: a personalidade da marca teve um impacto positivo significativo no amor à marca dos estudantes universitários e cinco dimensões da experiência da marca (experiência afetiva, experiência de identidade social, experiência cognitiva criativa, experiência de moralidade, experiência sensorial); Essas cinco dimensões da experiência da marca podem impactar positivamente o amor à marca e mediar a influência da personalidade da marca no amor à marca. O envolvimento do produto foi um efeito regulatório na relação entre a personalidade da marca e o amor à marca, a experiência e o amor à marca.

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1. Introduction

1.1. Introduction of the topic

Nowadays, the bargaining power has improved with the homogenization of products, consumers have gained more dominance in the process of purchase. In order to wins the competition, enterprises need constantly innovate and improve themselves to make consumers feel good about their brands in various way.

In this highly competitive marketplace, Consumers have more and more choices of goods and services. However, homogenized products and service have been difficult to maintain a enduring purchase relationship with consumers. Brand Personality is a significant part of the brand branding of the company and an important basis for distinguishing the brand. The famous scholar Ogilvy (1963) suggested that the key to future market competition lies in the shaping of brand personality, rather than the slight difference in products.

In a fierce market environment, shaping a unique and distinctive brand personality imposes significant effects on enhancing consumers' attachment to the brand and brand loyalty. When consumers produce positive emotions to the brand, such as attachment, passion which included in brand love, they are even very open to spend their time, effort to defend and assert the brand, When products produce brand love, they often show loyalty to the brand. Brand love is no longer just a concept, but more of an emotional bond between consumers and brands. Brand love as an intangible asset of an enterprise plays an important role in improving corporate visibility, increasing corporate sales and expansion enterprise size.

The advent of the experience economy provides a new perspective for studying brand-related variables. In the 21st century, due to rapid improvement of the living standards, Chinese

consumers require not only just fulfill the needs for the quality and function of the products, but also a way to express themselves in the process of purchase.

Therefore, how can enterprises create unique personalities and distinguishing it from other brands under the circumstances of products homogenization today? How to create a pleasant brand experience in the process of consumer consumption to maintain closeness between consumers and corporate brands has become a significant target for a company.

1.2. **Objective and research problem**

The objective of this study is to study the connection between brand personality, brand experience, and brand love. Meanwhile we aim to study whether product involvement had a regulating impact on the relationship of brand personality and brand experience and brand love. Besides, based on previous research we found there are lots of studies showed product involvement was closely related to brand loyalty, brand experience and other variables. Hence, the research also would explore if product involvement had the role of moderator in the relationships among brand love, brand experience and brand personality?

The realistic object of this research is to provide a new way and new ideas for the brand building or the cultivation of consumers' brand love emotions through this research. At the same time, some specific brand building strategies can also be given by the research results.

1.3. **Structure of the thesis**

Introduction	Introduction of the topic
	Objective and research problem
	Structure of the thesis
Literature Review	Brand Personality
	Brand Experience
	Brand Love
	Product Involvement
	Conceptual framework and hypotheses
Methodology	Questionnaire and measurement
	Data collection
Results	Descriptive Statistics
	Reliability Statistics
	Validity Statistics
	Correlation Analysis
	Hypothesis testing
	The test of the moderating effects
Conclusions	Findings and discussion
	Managerial implications
	Limitations and further research

Table 1. Structure of the Master Thesis. Source: Author's Elaboration.

2. Literature Review

2.1. Brand Personality

2.1.1. The definition of brand personality

Brand is the product of social and economic development in a certain historical stage, and is an important symbol of the maturity of commodity exchange. Advertising master David·Augwei proposed that companies' market share could rise greatly by creating beloved personalities. The factor which would decide company's market position is not slightly different product attributes, but holistic personality of the brand. Since then, the theory of brand personality has gradually appeared on the scene. Although there are many definitions of brand personality in chinese and foreign scholars, there is no unified definition of it in the academic world.

Although scholars have a relatively early study of brand personality, in the early days, they simply described the concept of brand personality, and later defined and explained it in detail. There were roughly two stages, The first stage: Levy (1959) suggested that brand personality included the demographic characteristics which are concluded from the complete look and feel of employees and brand users, or indirectly from other brand associations. Hosany(2006) regarded brand personality as the appearance of brand personification. Keller (1993) argued that brand personality was a combination of personality traits of a brand; Brand personality was a series of characteristics similar to humans (Aaker1996); It was a form of human and animal that makes the brand changeable (Macrae1996).

The second stage: the highly respected world-famous brand scholar Aaker (1996) defined a range of brand-related humanoid characteristics is brand personality. Aaker's (1996) definition was relatively more authoritative and the most widely cited, but it had also been questioned by some scholars. Later scholars made a more rigorous definition based on the elimination of some non-personality features such as age and gender in the Aaker definition. Hayes (2000) pointed

out that brand personality was the characteristics of human beings. Brand personality was a critical part of brand image, but it was better than entire brand image: Brand personality was the perceptual image of products in the minds of consumers, that is, a anthropomorphize and personalized brand image based on brand positioning; Geuens&Weijters (2009) thought that the definition of brand personality should exclude all non-personal items.

In summary, it seems that brand personality is a method of self-expression, that is, consumers gave brands the personality characteristics of human beings so that the brand exhibited anthropomorphic attributes, which is the special cultural connotation and spiritual temperament of the brand. The mobile phone and toothpaste brand personalities to be studied in this thesis refers to people's perception of the personality characteristics of these brands, because they have many personality characteristics, and each person's perception of it is not the same.

2.1.1. The dimension of brand personality

The dimensional construction of brand personality has not yet formed clearly, and there is no systematic evaluation and measurement tool, which also restricts the continuous development of brand personality theory.

Aaker (1997) designed the most recognized brand personality structure model using research methods in the field of personality psychology, this model based on western personality theory "Big Five model". Aaker (1997) developed a systematic and comprehensive brand personality dimension scale (BDS) after studying 37 famous brands in the United States and finally divided 42 adjectives into 15 sub-categories and 5 dimensions, as summarized in the following table 1. It is by far the most systematic and influential measurement scale, which has been widely approved and adopted by academia.
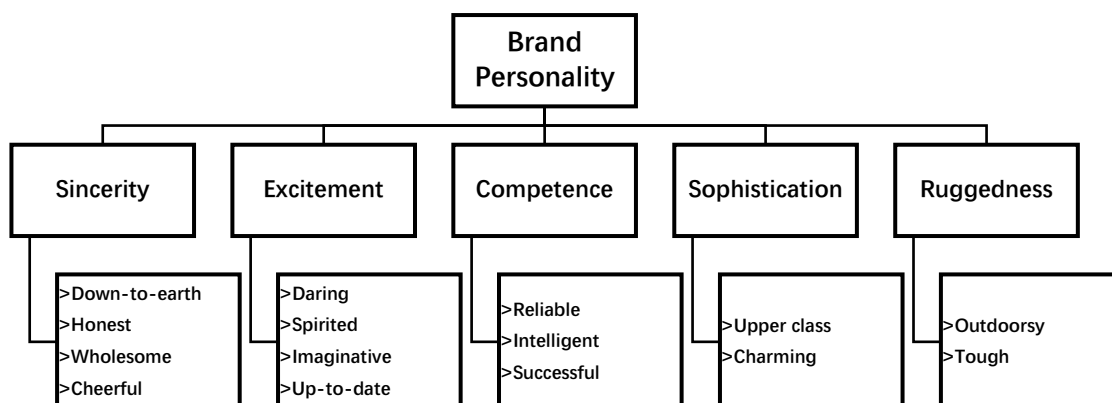
Figure 1. Brand Personality Framwork   Source: Aaker (1997)

Aaker(1997) finished the systematic design of the brand personality dimension, which made the quantitative measurement of brand personality simple and easy. More importantly, the brand personality measurement system he designed has been verified by many scholars to prove that the interpretation of the brand personality is very appropriate, so his brand personality measurement system has been recognized in the world. However, Aaker(1997) did not stop there. In order to understand whether this measurement system is suitable for brands in other cultural environments, Aaker chose Japan and Spain for cross-cultural research on brand personality. The study found that even there exist some diversities of personality characteristics considering unlike societies, but most of them are similar. Therefore, this study did not consider the factor of culture in our analysis, but in the process of translating measurement items, taking into account the expression habits in different cultural backgrounds but not change the original ideas.

It is also because culture has an impact on the original measurement system, Chinese scholars Zhang (2003) conducted a localization study on Aaker's measurement system. Based on Aaker's measurement system, they developed five dimensions of humane, sapiential, gutty, beatific and

elegant based on Confucian culture, covered the scales of 66 localized brand adjectives, we must first admit that this exploratory attempt was commendable, but the scales they developed had not been widely popularized and applied. One of the important reason is that the vocabulary of humane, sapiential, gutty, beatific and elegant are not well adapted to the times, especially for young generation who are unfamiliar with these traditional cultural vocabularies. However, it was necessary to affirm their research value. This was not only a bold attempt, but more importantly, the guidance of follow-up scholars.

In general, the above measurement of brand personality has been widely recognized and popularized. in fact, a compare culture analysis was made by Aaker. Then Aaker found that culture does have an impact on brand personality, but his research results still had very good practicality even in a cross-cultural environment.

Therefore, the measurement system selected in this thesis is still the brand personality measurement system constructed by Aaker in 1997. This system has undergone many practical tests. Many scholars in China also tend to adopt this measurement system. So, its effectiveness has been largely verified. So we decided to choose Aaker's scale to design our questionnaire.

2.1.2. Related research on brand personality

As brand image, brand equity, brand personality helps management build effective, brand positioning and can be easily transformed into specific communication strategies. Self-consistency theory believes that consumers can form a sense of self-image consistency by comparing the image displayed by a brand with their own personality. And consumers will be more inclined to self-conceptual brands when faced with many product brands, so the products will be transformed into a way for them to show their own personality, and brand personality will become an important means of expressing real or ideal self. Such self-expression is a symbolic function of the brand itself, which is also the result of consumers giving the brand

personality characteristics. Belk (1988) pointed out that consumers would chase brands that have their own self-concepts or enhance their personality.

Recent academic circles have given more attention and exploration to the positive results of brand personality itself. Sirgy (1982) considered the favorite brand personalities could enhance consumer preferences and usage, cultivating consumers' inner feelings of comfort and self-confidence, can increase consumer activity, reinforce trust and loyalty levels, and lay the groundwork for product differentiation. Ambroise (2005) found that sportswear's brand personality influenced consumer brand commitment, while cola brand does not; Brand personality significantly positively affects brand promises for people with product high-involvement; Brand personality has obvious inverse correlation with commitment for people with product low-involvement, and brand attitude does not play a moderate role in this relationship. Louis and Lombart (2010) examined the connection between brand personality and trust, emotional connection, and commitment. At the same time, scholars have tried to use the methods of empirical analysis to conduct research on the brand personality application level, so that the brand personality could gradually enter the consumer's life. Brakus (2009) suggested that brand experience could directly affect on consumer satisfaction and loyalty and could also have an indirect influence on both through brand personality. Keng (2013) showed that brand experience could generate customer experience value which would positively impact by brand personality.

The research results of many scholars showed that brand personality could affect product evaluation, brand association, brand commitment, brand extension, brand emotion, brand loyalty, consumer satisfaction, brand experience and so on, As the following figure shows Figure2：

Figure 2. Related Variables Of Brand Personality Source: Author's Elaboration.

Through previous literatures, we can find that the current research on brand personality mainly focuses on the influence of brand personality on other variables, while the research for other variables influence on brand personality is very few.

2.2. **Brand Experience**

2.2.1. The concept of brand experience

The first to bring the concept of "experience" to the economy was Alvin Toffler (1970). He pointed out that the development of the economy will certainly evolve from the traditional manufacturing industry to the stage of experiencing economy, and pointed out that the experience will become the economic base of the development of the future market." He also differentiated the user's brand experience according to different market environment, and draw conclusions through the experience of virtual environment and real environment. Since then, more and more researchers have conducted research on experience from different areas of expertise. Among the original researchers, Gi1more and Pine II (1998) involved brand

experience factors in their earliest research. Since then, the professional research has also begun to involve brand experience. The definition of brand experience factor is: through scientific planning, the company provides incentives to consumers in the market, implying that consumers choose better goods and services, help consumers express their personal characteristics, and participate in brand sales activities independently.

Recently, researchers around the world have been investing in brand exploration. As the degree of research continues to expand, the basic concepts of the brand experience are elaborated. Ross (2008) proposed relevant concepts, pointing out that the brand experience was essentially a direct communication, the purpose was to induce the psychological and emotional feelings of the customers, and it was a kind of accumulation of feelings, covering the customers' process from recognizing to using of the brand. Regarding brand experience as an unforgettable experience was Schmitt (2009)'s point of view. He suggested that customers could experience specific situations in the process of brand experience, and thus got a pleasant psychological feeling. Bennett (2012) and other scholars put forward the basic concept of brand experience. It covered every interaction process between consumers and brands, from the beginning to understand, the choices and purchase, and then to the use, and finally to the process of continuous repurchase, which was specifically shown as various Individualized feelings and thoughts generated by consumers in these experiences. Schmitt (2013) emphasized that brand consumption could build a relationship network for consumers. Many consumers could set up a brand experience process together in a relationship network. Brakus (2014) briefly expounded that the brand experience: Roughly summarizing the feelings, understanding and responses caused by brand-related stimuli. The stimulants gradually became components of brand design and feature packaging, conveying information and environment."

According to the research content and conclusions of the scholars, We simply summarize the brand experience. It is essentially an inner feeling, which is derived from a series of customer behaviors and related brand stimulation. Objects (trademarks, products, packaging,

environment, and others) or media that exhibit brand concepts (product quality, service quality, corporate culture, and others).

2.2.2. The dimension of brand experience

Chinese scholars and foreign scholars usually do not measure the dimension of brand experience through a single dimension, but divide it into multiple dimensions by combining different survey subjects. There are five dimensions, four dimensions, three dimensions, and so on. The following is a summary of the research theories of researchers in related fields by reading the literature.

- **Schmitt's(2004) five dimensions of the Strategic Experience Module**

Schmitt (2004) claimed that the experience was initially applied in the field of psychology, so it used the research method of psychology to regard the comprehensive psychological feelings generated by customers in all aspects of contact with the brand as the node of our research. On this basis, a strategic experience research model was proposed. Schmitt's (2004)"Strategic Experience Modules (SEMs) are the most accepted form of experience segmentation in the world. The specific theoretical content is shown on Table 2:

Experience dimension	Purpose	Transmission method
Sensory experiences	Let consumers perceive the brand through the body	Generate inner feelings by stimulating the user's sense of hearing, vision and body perception.
Affective experiences	Give consumers inner emotional experience	Make consumers have a good impression on brand companies through the good service and promotional activities.
Creative cognition experiences	Motivate consumers to develop deep thoughts	Improve consumers' desire to buy a certain brand
Physical experiences	Change the way consumers live and behave	Enable consumers to fully express their own living conditions
Social-Identity Experiences	Let consumers find a sense of belonging in the community	Fully demonstrate the unique personality, quality and hobbies of consumers

Table 2. Five Dimensions of the Strategic Experience Module Source: Author's Elaboration.

- **Other dimensions measurement of brand experience**

With the development of brand experience research, different research scholars have tried to divide the brand experience and conduct targeted research on different industries, and continuously expand the theory of brand experience. Fan and Li (2006) explained the brand experience from three dimensions: functional experience, emotional experience and social experience. When a consumer has a physiological need, the service is required to provide functional benefits, and consumption is a functional experience. When a consumer has a psychological need or when the consumer has a social or community sense of belonging, he or

she will be asked to provide emotional benefits, which is an emotional experience that requires service to deliver social status, symbolic benefits, and social experience. With the spring up of smart phone industry, many experts and scholars have applied brand experience marketing to the mobile phone industry. The famous research scholar Mingyuan(2014) suggested brand experience should be divided into five dimensions: creative cognition experience dimension, product experience dimension, communication experience dimension, emotional experience dimension, relatipnship experience dimension.

Zhang (2013) took the financial service industry as a sample and divided the brand experience into three dimensions: communication experience, service experience and social identity experience. The communication experience referred to the psychological perception that the consumer got in the whole process of contacting and perceiving the marketing communication strategy of the enterprise; the service experience referred to the psychological feeling that the consumer generated in the process of receiving the service provided by the enterprise; the social identity experience referred to the company strived to promote the inner feelings of consumers. Brakus (2009) explained the brand experience from four dimensions: sensory experience, affection experience, behavioral experience, and creative cognition experience, and developed a brand experience scale with 12 measurements.

Obviously, the division of the brand experience cannot be unified. Different scholars stand in different angles and study different industries or different brands. Different approaches will be adopted. The purpose is of course to make the research more targeted and practical. Therefore, at the beginning of this study, the division of brand experience tended to be more inclined to the mainstream five-dimension division, namely affective experience, social identity experience, creative cognition experience, behavioral experience, sensory experience. However, based on the results of the pre-experiment, the author conducted a pre-survey of 300 volunteers. After analysis, it was found that when using Schmitt's(2004) "Strategy Experience Module (SEMs) scale ,the reliability of some dimensions could not reach standard. Through the analysis

of Chinese domestic scholars' brand experience research, the authors found that the brand experience scale designed by Zhang and Bian (2011) may be more suitable for the survey of Chinese respondents. The difference between the scales of Zhang and Bian's (2011) and Schmitt's(2004) is not very obvious, mainly a different dimension, and the specific questions description based on cultural expression. Zhang and Bian also demonstrated the reliability and validity of the scale and identified the brand experience dimensions: First, the sensory experience, which mainly reflected the sensory aspects of brand identity, advertising or brand image; second, the affective experience, which mainly reflected psychological feelings such as interest or affection; Thirdly, creative cognition experience means that the brand can induce in-depth thinking during the experience process; fourth, the social identity experience, that was, the experience can feel the communication and communication between people; fifth, morality experience, which mainly reflected the higher illumination and realms of social responsibility and moral awareness when consumer contact and understand the brand.

2.2.3. Relevant Research on Brand Experience

Many scholars and experts who explored brand experience in china and abroad did a lot of research on brand experience based on their different research backgrounds, and have explored and verified the influence between brand experience and other relevant variables. At first, the research focused more on the definition of the brand and the division of its dimensions. Then the brand experience as an independent variable on other variables, but lacked the research on which factors would affect the brand experience. The following is a review and analysis of the relevant research on brand experience.

Niu (2015) proposed that three dimensions should be divided for brand experience: creative cognition, product and communication experience. His empirical analysis showed that the stronger and more positive the brand experience consumers got, the stronger their willingness to buy, brand experience also would positively affect on purchase intention. Qigeng Li(2011)

empirically tested the brand experience and its four dimensions (sensory, affective, social identity, creative cognition experience) on the impact of brand equity, he put purchase intension, consumer involvement into the model and established a variety of research models, empirical results showed that the brand experience can increase corporate brand equity.

Yao Li (2013) taking the film industry as object, studies how brand loyalty played mediator role in the relationship of brand experience on brand extension. The empirical analysis showed that There was a positive connection between sensory experience, behavioral experience and brand extension, while the other two dimensions: creative cognition and affective experience could indirectly drive brand extension through the mediating role of sensory experience and behavioral experience. Meanwhile, creative cognition experience and affective experience could also influence the effect of brand extension indirectly through the moderator of brand loyalty.

Chang and Chieng (2006) took the coffee shop as the research object and established a research model of the connection between brand experience and brand attitude. In this research model, the brand experience was divided into two categories and five dimensions. The two categories were personal experience and shared experience. The personal experience was mainly included the two dimensions of sensory experience and affective experience. The shared experience mainly included three dimensions: creative cognition, behavioral and social identity experience. The empirical analysis showed that all dimensions of brand experience had significant relationship with brand attitude.

The results of Ha and Perks (2005) showed that brand experience had a direct impact on brand trust and that brand experiencc , brand trust could be indirect affected by brand experience through customer satisfaction and brand familiarity. The results of Defeng Yang, Jianhua Yang and Haiying Wei (2010) showed that brand love, self-display, social relationship construction and entertainment enjoyment would be influenced by brand experience easily and pointed out

that extraordinary brand experience was an important condition for brand love formation.

Through the research and combing of related articles , the brand experience is basically be regarded as independent variables in lots of research. It can be seen that the brand experience is an antecedent for purchase intention, brand equity, brand extension, brand loyalty, brand attitude, and brand love.
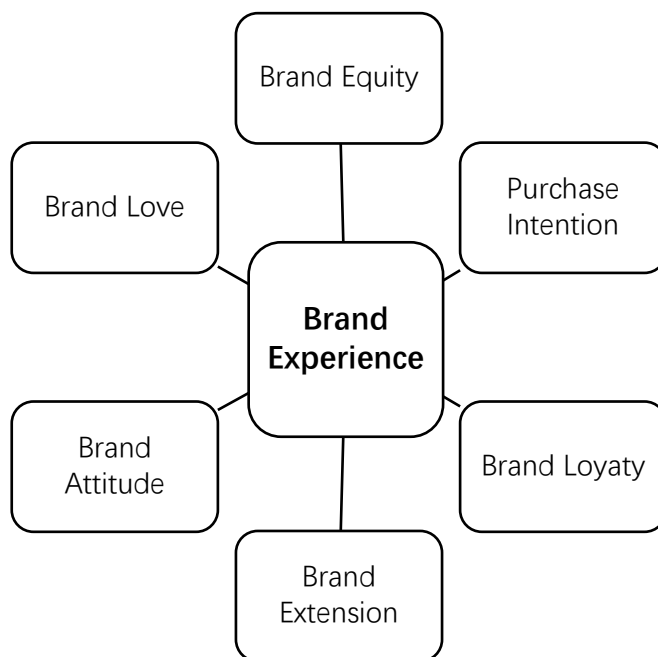
Figure 3. Related variables of brand experience. Source: Author's Elaboration.

It can be seen that the brand experience plays a very important role in the branding of the enterprise. Therefore, more attention should be paid to the enterprise, and more investment should be made in shaping the brand experience.

2.3. **Brand Love**

2.3.1. The definition of brand love

Brand love is a fresh for marketing, and it is the feeling connecting between consumers and brands. In recent years, the introduction of the concept of "love" in psychology to the expression of strong emotions of consumers on the brand has also attracted attention of enterprises. But so

far, scholars have not given a unified conclusion about the definition for the concept of brand love. Through the combing of the brand love theory, a simple summary of its definition is as follows in Table3:

Scholar	Brand love definition
Carroll & Ahuvia(2006)	Brand love is an emotional and passionate relationship present between a satisfied consumer and a brand.
Keh et al　(2007)	Brand love is the intimacy, passion and decision/ commitment of consumers to brands or products. Brand love has four characteristics: purpose, dynamic, complexity and bi-directional.
Ortiz Harrison (2011)	Brand love is a close emotional connection between consumers and brands.
Lirong zhang (2007)	Brand love is an emotional or psychological support that consumers generate when they are satisfied with a brand. It is consumer satisfaction and emotional attachment to brand's products or services.
Ming jin(2012)	Brand love is a close love-like relationship between consumers and brands, mainly expressed by the positive evaluation, emotions and cognition of the brand.
Zhenzhong zhu(2014)	Brand love is a positive emotion that consumers are full of trust, passion and attachment to the brand.

Table 3. Definitions of brand love Source: Author' Elaboration

In summary, the concept of brand love mainly included three aspects: brand love was based on satisfied consumers, but brand satisfaction did not necessarily lead to brand love, Therefore, a necessary but not sufficient condition to brand love is brand satisfaction; Brand love is a kind of intense emotion of consumers to brands. It is positive brand attitude and cognition. There is no negative emotion；brand love was the one-way love and attachment of consumers to the

brand and was from consumer's perspective. But the company will develop the brand, retain and nurture the consumer's love for profit, so this relationship is two-way and complicated. Therefore, brand love and brand like, brand attitude are different concepts. Since this is the most accepted brand love of definition. This article agrees with the Carroll's definition of brand love :"That brand love is an emotional and passionate relationship present between a satisfied consumer and a brand."

2.3.2. The dimension of brand love

There is less research on the division of brand love dimension since the concept of brand love was first proposed in the 2006. At the same time, the division of brand love dimension is the same as many other concepts. Different scholars often divided it from different perspectives. Therefore, there is no uniform standard for the division of the brand love dimension. This study analyzed the chinese and foreign literature, sorted out the dimension of brand love in a variety of ways.

Carrol and Ahuvia (2006) proposed that brand love is kind of feeling that the consumer put for a brand , this feeling usually can be regarded as affection, attachment. They didn't divide the dimension of the brand, instead they used eight questions to measure the degree of consumers' brand love.

Albert et al. (2008) summarized 11 dimensions included "passion", "self-consistency", "dream", "memory", "uniqueness", "pleasure" and "trust" of brand love through research on French consumers. Brand love was divided into three dimensions by Wei and Luo (2012): "brand passion", "brand attraction" and "brand commitment", these three dimensions are based on the "Love Triangle Theory"，they gave these three dimensions different symbolic meanings.

Bagozzi et al.（2016）put forward a more longer brand love scale consisted of 26-items , this

scale could predict consumer loyalty, WOM and resistance to negative information, with high value of R. By comparison, we found that the scale proposed by Bagozzi et al. basically covered the unidimensional scale of Carrol and Ahuvia, and the scale was constructed in 2016, which is more according with the times. So we chose the scale designed in this essay.

2.3.3. Research on brand love

Carrol and Ahuvia (2006)proposed that by cultivating consumer satisfaction and love for the brand, consumer would increase brand loyalty, which is the scarcity for the enterprise. This is more efficient than improving the appearance quality and practicality of the products.

Albert et al. (2008) demonstrated that brand identity will be a good influence to brand love; The results of Albert's research (2009) showed that brand love is positively correlated with brand trust, positive word-of-mouth promotion, and brand loyalty. Lars and Tino (2009) believe that a good external image of the brand, such as logo, will not only affect the choice of consumers, but also affect the evaluation of the brand by the bystanders, thus directly affecting the consumer's feelings for the brand. Bergkvist et al. (2010) results showed that when brand love improved brand engagement also became greater; Defeng Yang et al. (2010) studied the influence of brand experience, personal self-display, social self-display, entertainment and social relationship construction on brand love, and found brand experience, personal self-display, social self-display and entertainment have direct ratio to brand love; Batra et al. (2012) studied the impact of service quality on brand loyalty in their research. The part of the research that related to brand love showed that high-quality services can be a good influence to brand loyalty through the moderate role of brand love. At the same time, high-quality services have direct ratio to brand love; Defeng Yang et al. (2012) studied the effect of brand characteristics on brand love. The research results showed that brand uniqueness, brand excellence and brand quality can influence brand love, while self-expansion has a significant impact on building brand love;   Ismail et al. (2012) studied the influence of brand personality and brand image on brand love, and found that brand personality and brand image have a clear positive effects on

brand love; Roy et al. (2013) studied the effects of materialism, customer satisfaction, brand experience, consumer pleasure, and romanticism on brand love. Research findings indicated customer satisfaction, brand experience and romanticism will be a good influence to brand love, while materialism has inverse correlation with brand love; The results of Albert et al. (2013) showed that brand love is positively correlated with brand promise and tends to pay premium products;

Albert et al. (2013) found that brand personality and brand trust will have direct ratio to brand Love; Wallace (2014) studied the connection between self-expresive brand and brand love, and found that self-expressive brand is positively correlated with brand love, At the same time, self-expressive brand can influence brand loyalty and word-of-mouth communication through the moderate role of brand love.

Defeng Yang (2014) found the impact of rewards on the brand love of sharer. The results showed that sharer's happy experience of reward can enhance brand love emotions, sharer's painful experience can reduce brand love emotions, In addition, the type of reward and the source of rewards also related to brand love.

The above are the research on the factors affecting brand love in Chinese and foreign scholars, these research mainly analyzed how some variables(brand identity, brand personality, brand trust, high-quality services，brand image, customer satisfaction，self-expressive brand, personal self-display, social self-display, entertainment, brand uniqueness, brand excellence, brand quality, self-expansion etc.)impact brand love. And how brand love affects other variables (brand loyalty, positive word-of-mouth promotion, brand trust, brand engagement, the willingness to pay premiums) A summary of related pre-variables outcome variables are shown in Figure4：

Pre-variable of brand love Brand

* Brand Excellence
* Brand Personality
* Brand Uniqueness
* Self-expressive brand
* Social Self-display
* Brand Image
* Romanticism
* Brand Trust
* Brand Experience
* Customer Satisfaction
* Brand Identity
* Brand Quality
* Brand Excellence
* Self-expansion

Brand Love

Outcome variables

* Brand Loyalty
* Willingness To Pay Premiums
* Positive Word-Of-Mouth Pomotion
* Brand Trust
* Brand Engagement

Figure 4. Antecedents and consequences of brand love Source: Author's elaboration

Based on previous research, we can see the importance of brand love for a company. the essentiality for study antecedent variables and the consequence variables lies in that company could find Innovation to cultivate customers' brand love emotion from antecedent, thus stimulate attachment and affection for the brand. From the outcome variables, companies can also gain the motivation to foster brand love, and these variables also provide ideas for companies to develop other aspects of brand building such as brand trust, brand engagement and so on.

2.4. Product Involvement

2.4.1. The definition of involvement and product involvement

The concept of involvement can be traced back to the "Ego Involvement" proposed by American scholars Sherif and Cantril in 1947.Sherif and Cantril (1947) introduced the concept of involvement into the study of personal attitudes in social events, and proposed that the degree

of self-involvement was inversely proportional to the possibility of accepting the opposite opinion, that was, the higher the degree of self-involvement of a person or a person, The less likely he or she was to accept the opposite opinion. However, studies by Sherifi and Cantril (1947) on the theory of involvement had not extended to consumer behavior; It was not until 1965 that scholar Krugman conducted a study on "low-involved consumer behavior", and it was the first time that the theory entered the category of consumer behavior. Since then, the importance of the involvement has been paid more and more attention by scholars, and its concept has been widely applied to the consumer field to gain insight into consumer behavior (Laurenti and Kapferer, 1985). But to this day, the concept of "involvement" still does not have a universally applicable definition. It is generally suggested that the focus of involvement theory discussion is on the consumer decision-making process (Knox and Walker2003), because it can reasonably explain why consumers do not always make rational decisions. (it is generally suggested that rational purchasing decisions are made through adequate information collection, analysis, and evaluation); for example, Zaichkowsk (1985) also suggested the psychological state attribute of involvement, which defined the degree of involvement as how much consumers perceive a product's relevance to consumers' needs, interests, and values. How Zaichkowsky (1985) defined the involvement explained the individual differences of involvement, that is, the degree of involvement of different consumers will be different; it also revealed a very important variable in the degree of involvement: product involvement.

Product involvement is a kind of method using to measure how much of association between consumers and products, and scholars have done a lot of research. As It is mentioned before, the scholar who first proposed the concept of involvement were Sherif and Cantril (1947). For the classification of involvement, Zaichkowsky (1994) divided the personal involvement into advertising involvement, product involvement and purchase decision involvement. Among them, for the definition of product involvement, Hupfer (1971) suggested that product involvement was to the concern about the general level of a product category, and the product involvement was different from the product evaluation which measures a positive or negative

consumer reaction to a brand or a product. Traylor (1984) argued that product involvement was to the importance of a particular product to an individual's life, the identity of the product, and the relationship with other areas.

Kotler（1967）divided consumer goods into high-involvement products and low-involvement products according to the relevant theory of involvement. In the purchase decision process, consumers with high product involvement will search for more product information, such as product-related attributes, and compare more products to ensure product quality and value. For example, durable products such as automobiles or electronics were typical examples of high-involvement products. In contrast, low product involvement is that consumer cares more on product's significant signals when they select products, such as price, brand name, etc. For example, food, daily necessities, movies, and music are typical involvement products. Due to the different degree of product involvement, the customers understanding of product-related information, the way people by products and the formation of consumer brand loyalty may vary.

2.4.2. The connection between product involvement and other variables

Evrard (1998) argued that involvement was the most relevant variable for predicting purchase behavior. Involvement affected consumer behavior, such as consumer search and evaluation of product information, consumer risk perception, product interest, intention to purchase new products, product quality evaluation, purchase decision process, product knowledge and brand commitment, etc (Dholakia, 2001). When consumer deal with information which is about brand personality, product involvement would influence their manner in this process. Lada and Cheng (1970) claimed that product involvement was a moderator on the connection between brand loyalty and brand personality. Their research indicated brand personality on brand loyalty were influence significantly by product involvement. Celsi and Olson (1988) claimed that "the level of customer's involvement with a situation, action or object was decided by the personal relevant degree. Sarah Broadbent (2007) once discussed that the important role of brand love in all dimensions of brand loyalty and proved brand love had a positive correlation with brand

loyalty in Australian competitive sports through empirical research.

Bergkvist and Larsen (2009) demonstrated that brand identity and community tribes affected consumer brand love, which then affected consumer brand loyalty through empirical research. Yao et al. (2010) have proved that extraordinary brand experience would largely affect brand love. Therefore, brand love and loyalty and other related concepts were closely related, and the antecedent variables of brand love were closely related to the brand experience.

In summary, The author supposed reasonably that product involvement might have moderating effect between brand personality and brand love.

Bata and Stephens (1994) argued that consumers' emotion was more crucial to brand attitudes for low-involvement products. For products with low involvement, the connection between cognition and emotion was relatively stronger because consumers had less information to search for products. Therefore, for different degrees of product involvement, the relationship for brand experience and brand love was different. Because the low-involvement product itself had the characteristics of impulsive purchase and biased visual experience, compared with high-involvemenl products, consumers were more likely to have emotional influence on the brand through the experience of the brand, thus the relationship of brand experience and brand love was closer.

Overall, it can be seen that product involvement should be taken into consideration when we study brand experience and related variables. The author deducts product involvement might be a moderator in the relationship between brand personality and brand love.

2.5. Conceptual framework and hypotheses

From the previous analysis, we can find that brand experience usually be treat as an independent

variable on other variables but lacked the research on the factors affecting the brand experiencc. There are few research on brand love and brand personality. Product involvement could have impact on brand experience, brand personality and brand loyalty which related to brand love. Therefore, this study proposes a relational model made up with brand personality, brand experience, and brand love. As shown in the following Figure5, Figure6, Figure7 the core idea of the model is that brand personality is the key to creating a impressive brand experience for consumers. The creative brand experience is the key to create consumer brand love emotions. Product involvement is as a moderator which influence the connection between variables as following figures:

Figure 5. Model of the relationship of brand personality, brand experience and brand love

Source: Author's Elaboration

Figure 6. Model of the relationship of brand personality, brand experience and brand love

Source: Author's elaboration

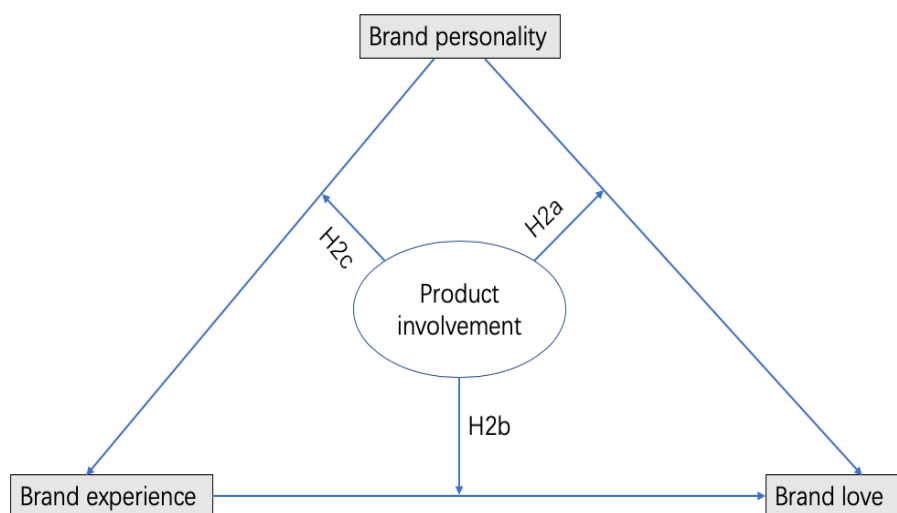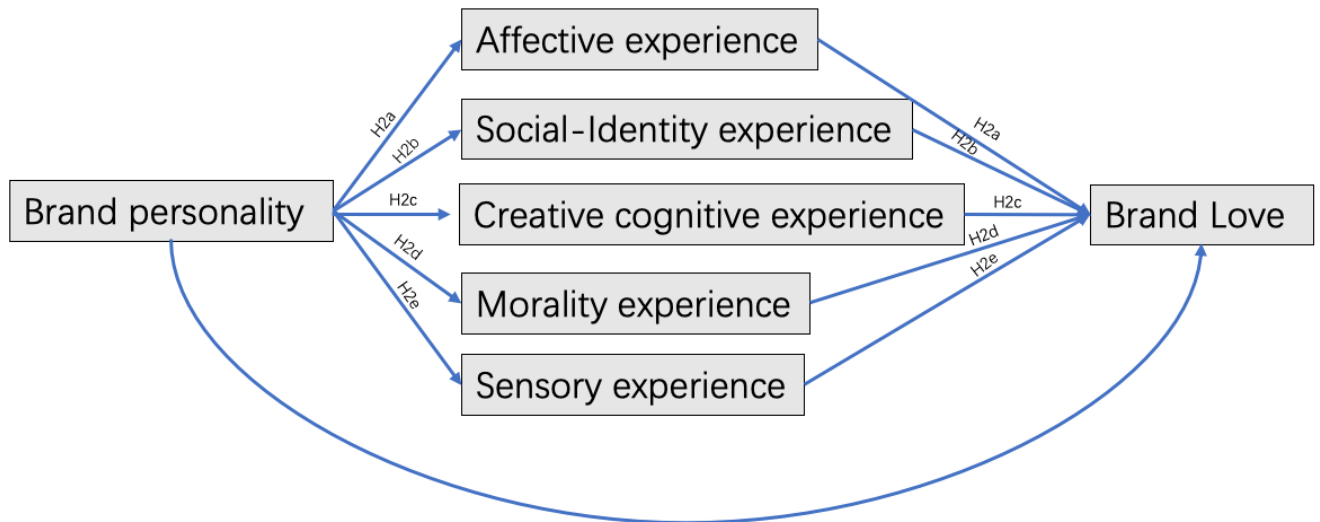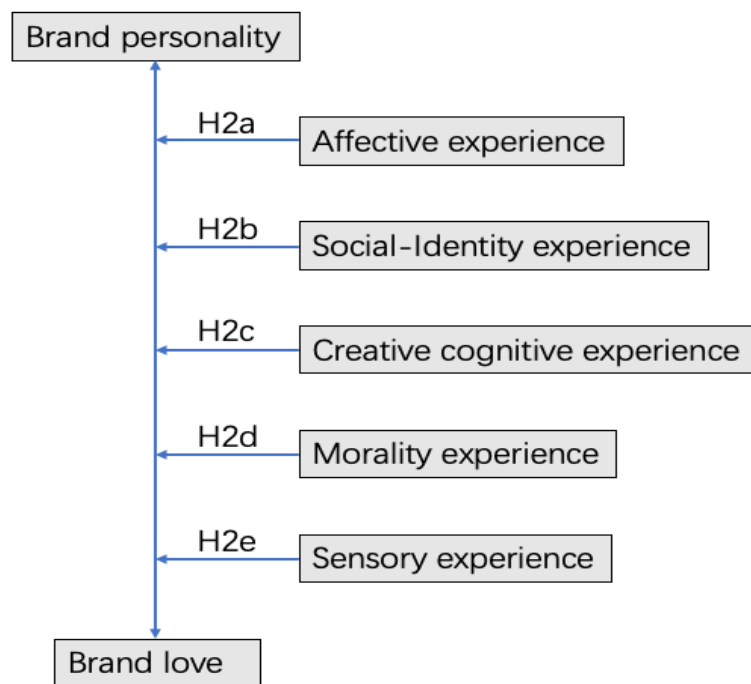

Figure 7. Model of the relationship of brand personality, brand experience and brand love

Source: Author's elaboration

Louis and Lombart (2011) found brand personality would influence consumers' trust, emotional connection, and commitment. Customers' emotion is closely related to brand love. Brands that young consumers will fall in love with must not be uncharacteristic brands. They must be

unique. Especially when brand personality has the same self-concept with young consumers. they will give strong emotions to young consumers, brand personality can also give young consumers the personality they do not have but they want. As a result, hypothesis1(H1) is based on the above analysis,

H1: Brand personality can influence college students' brand love significantly.

We could find that the formation of brand personality related both to the consumers' own feelings and position of the brand personality. The formation of brand personality is also related to many other factors, such as product attributes, price, brand vision system, brand name, market position, user image, symbol and so on. All these factors work together to form the personality of the brand. It is not easy to conclude that brand personality charactarastics can influence the brand experience in many ways.

Consumers will have strong emotional resonance when brand personality coincides with consumers' characters, and a very important reason for consumers will have strong emotional resonance is that consumers are eager to show themselves, express their appeals, and find own kind. For example, when we buy clothes，the first consideration may be if the personality of the clothes brand and our own personality are consistent or not, it is a means of showing ourselves, Based on this, this study would verify if that brand personality would impact on affective experience of consumers. So hypothesis 2a is proposed based on the above analysis.

H2a: Brand personality can influence affective experience significantly,

Brand personality can connect consumers with ideal ego, other people and culture in an invisible way. The personality of the brand chosen by the consumer can reflect the personality of the consumer to a certain extent. Therefore, consumers who choose a brand with similar personality, Often have similar personalities, they can often be classified as one category, or

they belong to the same category, which is also an important foundation for the existence of various online brand communities, so that brand personality connects these consumers together and makes them in the brand. Find a sense of belonging in the community. Through the above analysis, hypothesis2b is proposed based on the above analysis.

H2b: Brand personality can influence social-Identity experience significantly.

Brand personality can often lead consumers to think and encourage consumers to find ways to solve problems, especially innovative product brands and service brands. The unique personality of the brand will give consumers unlimited imagination, consumers will envision the various application scenarios of the brand and what changes it can bring to their life, and even stimulate the creative thinking of consumers and give them more inspiration. Take the Rolex watch as an example. A typical character of Rolex watches is success. In our life, it is almost synonymous with successful people, so when we see a high-end Rolex watch, the first thing that comes to mind is the successful person, and then I will think about why they can bring Rolex, how they succeed, how they overcome difficulties, and so on. Based on the above analysis, hypothesis2c is proposed based on the above analysis.

H2c: Brand personality can influence Creative cognition experiences significantly.

If the brand personality has public welfare, it will improve consumers' ideology and realm such as social responsibility and morality in the process of contacting and understanding the brand. Strengthening admiration and recognition of the company in this process. For example, the "The recycling king" campaign initiated by the Coca-Cola Company proves this. The idea is that encourage people who use Facebook to posed photos to show others that what they did to their parts to product the environment. Coca-Cola would reward the person who got the most fans. This activity doesn't cost much. In this process, participants not only have experience for protecting environment, but also will be more favorable impression of the coca cola brand.

Based on the above analysis, hypothesis 2d is proposed based on the above analysis.

H2d: Brand personality can influence morality experience significantly.

Brand's visual system design would change the brand personality, that is due to the fact that the brand's visual system is like a person's appearance and dressing for a person's personality. Taking packaging as an example, the brand personality is relatively high-end products, and its packaging is relatively top grade. Therefore, consumer's sensory experience would affected by brand personality. So hypothesis 2e is proposed based on the above analysis.

H2e: Brand personality can influence sensory experience significantly.

Pawle (2006) found that emotional and emotional differences are increasingly important determinants of consumer product purchases. The reason why emotional experience can become the deciding factor of consumer purchase is that product homogeneity is extremely serious, and the emotion attached to the brand and its symbolic meaning become more important to consumers. In Chinese domestic shoe brand, WARRIOR has done a better job in the emotional experience. As a domestic shoe brand in China, it had been popular a generation ago.

In recent years, WARRIOR had combined modern technology to launch some new shoe types. On the one hand, it has evoked the good memories of the old days, on the one hand, headed off the vintage fashion trend in the younger generation. hypothesis3a is proposed based on the above analysis.

H3a: Affective experience can influence brand love significantly.

Consumers have a sense of self-identity, a sense of accomplishment and belonging. The purpose

of many brands inviting celebrity to endorse is to establish the connection between consumers and stars through the intermediary of brands, especially the connection between fans and stars, Because fans believe that using the idol endorsed products is to establish some kind of connection with the idol, which is the intangible support for their idols. At the same time, it also would make the distance between people and their ideal be closer, so people would naturally get into brand. hypothesis3b is proposed based on the above analysis.

H3b: Social identity experience can influence brand love significantly.

Brands can encourage consumers to have innovative thinking. For example, when consumers tried new high-tech products in brand stores, they could get some inspirations: "The problem can be solved like this!" When consumers enjoy the creative cognition experiences created by the brand, consumers will be deeply attracted by the brand. The consumer's creative cognition experiences will make them positively aware of the brand, and then positively affect the feeling of the brand. Creative cognition experiences would bring consumers to a different situation and create a lot of surprises for them, which largely makes consumers more like brands. hypothesis3c is proposed based on the above analysis.

H3c: Creative cognition experience can influence brand love significantly.

The public welfare brand personality is reflected by the means of that the brand usually carries out various forms of social services and people's livelihood assistance, provides assistance to the people in distress, promotes the development of public welfare undertakings, and promotes the progress of social civilization. In this process, consumers can easily generate positive feelings towards the brand through participation in the activities or understanding of the activities. hypothesis3d is proposed based on the above analysis.

H3d: Morality experience can influence brand love significantly.

Gobe's (2001) study showed that the experience of sensory factors would promote brand success. Through the stimulation of the consumer's senses, it can bring unexpected surprises to consumers and helps the brand stand out among other competitors. By contrasting with the mediocre sensory experiences of other brands, consumers will easily fall in love with brands that give them a unique sensory experience. hypothesis 3e is proposed based on the above analysis.

H3e: Sensory experience can influence brand love significantly.

Brand personality would bring affection to consumers, satisfy consumers' desire to express themselves, express their appeals, and find similar friends, thus creating a unique emotional experience for consumers. Unique affective experience can bring strong emotions to consumers, sometimes even would contribute to attachment, passion, and affection to the brand. Through the above analysis, we could find that brand personality can influence the brand love through affective experience. hypothesis4a is proposed based on the above analysis.

H4a: Affective experience can significantly mediate the influence of brand personality on brand love.

Brand personality can satisfy consumers' self-improvement, give others a good impression, so that consumers can have self-identity and sense of accomplishment and belonging, thus creating a unique social-identity experiences, which can help consumers achieve the desired relationship, and connect consumers with what they want to be, what they want, what they want to do, indirectly to fulfill the mental demands of consumers, consumers will naturally fall in love with this brand. From the above analysis we could conclude that brand personality can influence brand love through social-identity experiences. hypothesis4b is proposed based on the above analysis.

H4b: Social identity experience can significantly mediate the influence of brand personality on brand love.

Brand performance brings consumers' enlightenment in thinking, triggers consumers to think positively and obtain new ideas and new methods to solve problems from thinking, thus creating a unique creative cognition experience for consumers. The unique creative cognition experiences could stimulate consumers' imagination, then make fun in the process of discover a new way to solve problem, which in turn leads to a stronger love for the brand. From the above analysis, it can be seen that brand personality can influence the brand love through creative cognition experiences. hypothesis 4c is proposed based on the above analysis.

H4c: Creative cognition experience can significantly mediate the influence of brand personality on brand love.

Brand personality allows consumers to feel higher levels of thought and realm such as social responsibility and moral awareness, which creates a unique sense of self-dedication for consumers, while at the same time giving consumers a higher level of respect and trust to this brand. hypothesis 4cis proposed based on the above analysis.

H4d: Morality experience can significantly mediate the influence of brand personality on brand love.

Brand personality can create a unique sensory experience for consumers through positive psychological suggestion and visual system design. The unique sensory experience brings unexpected surprises to consumers through the stimulation of consumer senses, helping brands compete and stand out of the competition, It can help brands to be loved by consumers. Through the above analysis, it can be seen that if companies pay more attention to do the brand building

for sensory experience, then consumers' brand love emotion could be stronger through. hypothesis4e is proposed based on the above analysis.

H4e: Sensory experience can significantly mediate the influence of brand personality on brand love.

When consumer deal with information which is about brand personality, product involvement would influence their manner in this process. Lada and Cheng (1970) suggested product involvement played a moderating role on the connection between brand loyalty and brand personality. Sarah Broadbent (2007) proved brand love increases in proportion to brand loyalty in Australian competitive sports through empirical research. Lada and Cheng (1970) supposed reasonably that product involvement might have some influence in the connection between brand personality and brand love. hypothesis5a is proposed based on the above analysis.

H5a: Product involvement plays a moderate role between brand personality and brand love.

Bata and Stephens (1994) argued that emotional responses were more significant to brand attitudes in low-involvement situations. For products with low involvement, the connection between cognition and emotion was relatively stronger because consumers had less information to search for products. Therefore, for different degrees of product involvement, the connection for brand experience and brand love would vary. Because the low-involvement product itself had the characteristics of impulsive purchase and biased visual experience, compared with high-involvement products, consumers were more likely to have emotional influence on the brand when they have some visual experience or induce by low price. Thus hypothesis5b is proposed based on the above analysis.

H5b: Product involvement plays a moderate role between brand experience and brand love

Zhou Lan (2003) proposed that for different dimensions of brand personality, product involvement would have various influence. We can find that product involvement has its value to study when we searching for brand experience and related variables of the brand experience. Keng (2013) showed that brand experience could generate customer experience value which would positively impact by brand personality. hypothesis5c is proposed based on the above analysis.

H5c: Product involvement plays a moderate role between brand personality and brand experience.

3. Methodology

3.1. Questionnaire and measurement

The research is a quantitative research, using a questionnaire whose participators are college students in China. All questionnaires were investigated through online survey. The analysis of the gathered data will be carried out with statistical methods. The statistical program SPSS helps to analyze, interpret, and draw conclusions of the data.

- Preliminary research

The pre-investigation was taken to determine which kind of brand would be choose in the formal study of this study. We screened product categories commonly used in articles on product involvement. These product categories have been proven in many literatures to be characterized by high-involvement products and low-involvement products. High-involved products commonly used in the literature include mobile phones, laptop, etc. Commonly used low-involvement products include shampoos, soft drinks, and toothpaste. Based on the scale of product involvement, we conducted a pre-test on these products among 50 consumers. Screen out a high-involvement product and a low-involvement product. The product involvement scale used in the pre-survey is a Likert scale designed by Zaichk owsky (1994). The scale includes

three dimensions: personal, physical, situational. This essay does not study the moderate effect of each dimension of product involvement, but regards product involvement as a whole, and divides product involvement into high product involvement and low product involvement according to relevant theories. There are ten measurement indicators in this scale, which is shown in Appendix1. After analyzing by SPSS, we found the mean value of Personal Involvement Inventory (Pll) for smartphone is 4.9608 ,the mean value for toothpaste is 4.0549, which shows the biggest difference, and we conduct paired samples Test, the result shows t(51)=2.969, p=0.005,which means there are significant difference between PII for smartphone and toothpaste. So we choose smartphone as a sample in high-involvement products and toothpaste presents low-involvement products.

- Formal survey design

The scale of brand experience we used in this study was originally based on the scale developed by Aaker (1997), the brand experience scale developed by Brakus (2009), and the brand love scale developed by Richard & Rajeev (2016). All the scales are in English , in order to accurately understand the meanings of the statements in the English scale, firstly, the contents of all the scales are translated into Chinese and English, and then multiple scrutiny is performed so that the statement is clear and accurate. At the same time, 300 people were pre-investigated in a small area by convenient sampling, but the results showed that in the brand experience scale developed by Brakus (2009)there were some dimensions' reliability values could not reach the standard. After the author's exploration of Chinese scholars' literature, we decided to use the brand experience scale designed by Zhenxing and Yajing (2011). This scale has not changed much on the basis of the Brakus(2009) scale, but the topic expression is more suitable for Chinese consumers. Then the author modified the questionable statement in the final questionnaire, which is shown in Appendix2.

This study focuses on college students in China. it is aimed to receive more than 500 questionnaire. All questionnaires were conducted by online survey, with sample sources

exceeding half of China's provinces (a total of 56 provinces). Most questions will be measured on a 5-point Likert scale ("1" = strongly agree and "5" =strongly disagree).

The first part of this questionnaire considers several demographic variables: current education level (only allowed college students participate), gender, education, monthly living expenses. favorite smartphone\toothpaste brand

The second part is consisted of scales of brand personality designed by Aaker(1997) , brand experience designed by Zhang and Bian(2011) and brand love designed by Bagozzi et al. （2016） in turn. A total of 68 questions. 7-21are designed for brand personality, 22-40are designed for brand experience,41-68 are designed for brand love.

3.2. **Data collection**

In order to obtain the perceptions from college student in China, it was considered that it was best to do the questionnaires online because China covers a large area, one advantage of online survey is that you can collect the data without worrying the distance.

I prepared two sets of questionnaires. One is a pre-investigation about product involvement. The participants are about 50 people. The other was the formal questionnaire with about 300 participants. The brand experience I used was Schmitt's (2004)scale. The two sets of questionnaires were distributed on March 12, 2019. At the end of the month, all the collections were collected. However, The reliability of the brand experience scale in the formal questionnaire could not reach the standard. The reason may due to cultural differences. The translation of the questions in the questionnaire made the subjects ambiguous. So, after consulting more Chinese scholars, we chose another brand experience scale from Zhang and Bian (2011). The new questionnaire was revised and distributed online on May 3, 2019, and recovered on June 6.

4. Results and data analysis

4.1. Descriptive Statistics

We used SPSS software to conduct descriptive statistical analysis of the reclaimed questionnaires, preliminary understanding the characteristics of participate college students in China. 553 valid questionnaires were collected for the further analysis, in which the respondents' grades were freshman, Sophomore, Junior, Senior, postgraduates (1st year), postgraduates (2nd year), postgraduates (3rd year), and else, They accounted for 7.8%, 20.6%, 17.9%, 15.6%, 13.7%, 11.0%, 6.0%, 7.4% respectively; 40.5% of respondents are Male, the percentage of Female is 59.5%; The monthly expenses are：under 800yuan, 800-1200yuan, 1200-1600yuan, and above 1600yuan, which are 6.0%, 31.1%, 47.0%, and 15.9% respectively. The specific sample size distribution is shown in Table4:

Case Summary			
		N	Percentage
grade	freshman	43	7.8%
	sophomore	114	20.6%
	junior	99	17.9%
	senior	86	15.6%
	postgraduates(1st year)	76	13.7%
	postgraduates(2nd year)	61	11.0%
	postgraduates(3rd year)	33	6.0%
	else	41	7.4%
gender	male	224	40.5%
	female	329	59.5%
monthly expenses	under 800yuan	33	6.0%
	800-1200yuan	172	31.1%

1200-1600yuan	260	47.0%
above 1600yuan	88	15.9%

Table 4. Descriptive Statistics Source: Author's elaboration

4.2. Reliability Statistics

We generally use Cronbach's alpha (α) to exam the reliability of all the items(Appendix3). The larger the value of α coefficient, the higher the reliability, in a research, if the value of α greater than 0.7 ,it will be regarded has an excellent reliability. The analysis results are shown in the Table5 after this phase of the study was conducting to test the reliabilities. We can see that the alpha coefficients of Brand Personality, Affective Experience, Social Identity Experience, Creative cognition experience, Morality Experience, Sensory Experience, Brand Experience, and Brand Love are 0.896, 0.761, 0.728, 0.707, 0.810, 0.702, 0.900, and 0.776 respectively, all of them larger than 0.7, which can explain that the data has good reliability, therefore, the reliabilities of all the variables are satisfactory.

Variables	Cronbach's Alpha	N of Items
Brand Personality	0.896	15
Affective Experience	0.761	4
Social Identity Experience	0.728	5
Creative cognition experience	0.707	4
Morality Experience	0.810	3
Sensory Experience	0.702	3
Brand Experience	0.900	19
Brand Love	0.776	28

Table 5. Reliability Analysis. Source: Author's elaboration

4.3. **Validity Statistics**

KMO is Kaiser-Meyer-Olkin. If the value of KMO is close to 1.0, means these questions are suitable to conduct factor analysis. In this study, the KMO value of brand experience is 0.937, the chi-square value of the Bartlett's spherical test was 3750.699 (degree of freedom 171), The KMO value of brand love is 0.857, the chi-square value of the Bartlett's spherical test was 3769.762 (degree of freedom 378), all the P-Value for brand personality, brand experience, brand love were 0.000<0.01(Appendix4), which reached the significance level, indicating that rejected the null hypothesis and accepted alternative hypothesis, that is, the correlation matrix was not the identity matrix, indicating that there are common factors between the correlation matrices, and the sample is suitable for factor analysis. The analysis results are as follows Table 6:

	KMO	**Bartlett's Test**	**df**	**Sig.**
Brand Personality	.946	3650.911	105	.000
Brand Experience	.937	3750.699	171	.000
Brand Love	.857	3769.762	378	.000

Table 7. KMO and Bartlett's Test Source: Author's elaboration

4.4. **Correlation Analysis**

Correlation analysis is to study whether there is a certain dependence connection between variables, if the value of correlation coefficient range from 0-1, then our hypothesis could be supported. By using the method of Perason, correlation analysis was conducted for brand personality, five dimensions of brand experience respectively, brand experience and brand love, The results indicated that there was a clear positive correlation between brand personality and affective experience, social identity experience, creative cognition experience, morality experience, sensory experience (p<0.05) , and correlation coefficients were 0.681, 0.580, 0.521,

0.219, 0.498, and 0.645 respectively. On the other hand, There was a clear positive correlation between brand love and brand personality、affective experience, social identity experience, creative cognition experience, morality experience, sensory experience（p<0.05）, and correlation coefficients were 0.489、0.570、0.573、0.548、0.268、0.522 and 0.636. The analysis results are as follows Table7:

Variables	Brand personality	Affective	Social identity	Creative cognitive	Morality	Sensory	Brand experience	Brand love
Brand personality	1.00							
Affective experience	.681**	1.00						
Social identity experience	.580**	.658**	1.00					
Creative cognition experience	.521**	.633**	.688**	1.00				
Morality experience	.219**	.265**	.346**	.358**	1.00			
Sensory experience	.498**	.598**	.660**	.693**	.308**	1.00		
Brand experience	.645**	.815**	.871**	.856**	.569**	.813**	1.00	
Brand love	.489**	.570**	.573**	.548**	.268**	.522**	.636**	1.00

Table 8. Coefficients Correlations Test Source: Author's Elaboration

4.5. **Hypothesis testing**

In this study, we will process data by SPSS 24.0 was used to, and regression analysis was used to verify the hypothesis proposed in this article.

4.5.1. The test of independent variables to dependent variables

Considering the confidence level under 0.001 means the relationship is extremely significant, the sig value of significance level below is 0.000, so the regression relationship of the model is significant, and the F value is 172.885(Appendix5), so the regression equation has a good fit. The R^2 is 0. 239, which means that in the regression equation, the variance can be explained as 0.239 of the total variance. As following Table 9:

Model	R^2	F	Sig(F).	Standardized Coefficients	t	Sig.
				Beta		
(Constant)					39.439	.000
Brand personality	.239	172.885	.000[b]	.489	13.149	.000

Table 10. Coefficients Table A Source: Author's Elaboration

The results showed that brand personality ($\beta = 0.489$, $p = 0.000$) has a significant effect on brand love. Hypothesis 1: The conclusion that brand personality can influence Chinese college student brand love positively is established.

4.5.2. The Test of Independent Variables to Intervening variable

Firstly, looking at the ANOVA table (Appendix6) considering the confidence level under 0.001 means the relationship is extremely significant, the significance level below is 0.000, so the regression relationship of the model is significant. The F values are 477.815, 278.849, 205.206, 27.831, and 181.784, respectively, means that the regression equation has a high degree of fitness. The R^2 are 0.464, 0.336, 0.271, 0.048, and 0.248, respectively, indicating that in the regression equation, the variances that can be explained as the total variance are 0.464, 0.336, 0.271, 0.048, and 0.248, respectively. As the following Table9 shows:

Variables	R	R^2	Adjusted R^2	Std. Error of the Estimate	F	Sig.
Affective experience	0.681	0.464	0.463	0.611	477.815	0.000
Social identity experience	0.580	0.336	0.335	0.606	278.849	0.000
Creative cognition experience	0.521	0.271	0.270	0.645	205.206	0.000
Morality experience	0.219	0.048	0.046	0.955	27.831	0.000
Sensory experience	0.498	0.248	0.247	0.721	181.784	0.000
Variables	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
Affective experience	0.780	0.036	0.681		21.859	0.000
Social identity experience	0.591	0.035	0.580		16.699	0.000
Creative cognition experience	0.540	0.038	0.521		14.325	0.000
Morality experience	0.294	0.056	0.219		5.275	0.000
Sensory experience	0.568	0.042	0.498		13.483	0.000

Table 11. Coefficients Table B Source: Author's Elaboration

The results showed that when the independent is brand personality, five dimensions of brand experience are dependent separately, the coefficients Beta for affective experience, social identity experience, creative cognition experience, morality experience, sensory experience are $\beta = 0.681, \beta = 0.580, \beta = 0.521, \beta = 0.219, \beta = 0.498$ respectively，all values of p for these five dimensions are 0.000，which means hypothesis 2a,2b,2c,2d,2e are all supported. In addition, we could find that brand personality has strongest positive impact on affective experience.

Hypothesis 2a: The conclusion that brand personality can influence affective experience positively is established.

Hypothesis 2b: The conclusion that brand personality can influence social-Identity experiences positively is established.

Hypothesis 2c: The conclusion that brand personality can influence the creative cognition experiences positively is established.

Hypothesis 2d: The conclusion that brand personality can influence morality experience positively is established.

Hypothesis 2e: The conclusion that brand personality can influence sensory experience positively is established.

4.5.3. The influence of Intervening variables on dependent variables

Considering the confidence level under 0.001 means the relationship is extremely significant, the significance level below is 0.000, so the regression relationship of the model is significant, and the F value is 79.091, so the regression equation has a good fit. The R^2 is 0. 420 means that in the regression equation, the variance can be explained as 0.420 of the total variance（Appendix7）. As the following Table10 shows:

Model	R^2	F	Sig(F).	Variables	Standardized Coefficients	t	Sig.
					Beta		
(Constant)						31.723	.000
Brand Experience	.420	79.091	.000^b	Affective experience	.259	5.555	.000
				Social identity experience	.217	4.233	.000
				Creative cognition experience	.144	2.769	.006
				Morality experience	**.038**	**1.068**	**.286**
				Sensory experience	.113	2.313	.021

Table 12. Coefficients Table C Source: Author's Elaboration

The results showed that without morality experience（β= 0.038，p=0.286>0.05），other 4 dimensions of brand experience (affective experience（β= 0.259，p=0.000），social identity experience（β= 0.217，p=0.000），（β= 0.144，p=0.000），morality experience（β= 0.038，p=0.286），sensory experience（β= 0.113，p=0.021）)all influence brand love positively. in addition, affective experience can influence brand love the most compared to other four dimensions.

Therefore，Hypothesis 3a: The conclusion that affective experience can influence college students' brand love positively is established.

Hypothesis 3b: The conclusion that social identity experience can influence college students' brand love positively is established.

Hypothesis 3c: The conclusion that creative cognition experience can influence college students' brand love positively is established.

Hypothesis 3d: The conclusion that morality experience can influence college students' brand love is **not** established.

Hypothesis 3e: The conclusion that Sensory experience can influence college students' brand love positively is established.

4.5.4. The Test of Mediating effect

According to Baron and Kenny (1986), The mediator variable is an exploration of why the independent variable would affect the dependent variable，it is the substantive and intrinsic reasons for this relationship. Zhonglin et al. (2004) defined the mediator variable as follows:

If independent variable A influence dependent B by affecting variable C, then we could consider C is a mediator. The most common method of identify a mediator is by applying regression analysis(Baron & Kenny, 1986;), which is usually called the step-by-step procedure:

- Test how much independent variables change over the levels of dependent variables.
- Test how much independent variables change over the levels of mediator variable.
- Test how much independent variables and mediator variable change over the levels of dependent variables.

Considering the confidence level under 0.001 means the relationship is extremely significant, the significance level below is 0.000, so the regression relationship of the model is significant, and the F value is 67.005, so the regression equation has a good fit. The R^2 is 0. 424, which means that in the regression equation, the variance can be explained as 0.424 of the total variance. As following Table 11 shows:（Appendix8）.

Model	R^2	F	Sig(F).
(Constant)			
Brand personality，Brand experience	.424	67.005	.000[b]

Variables	Standardized Coefficients Beta	t	Sig.
		29.766	.000
Brand personality	.094	2.059	.040
Affective experience	.211	4.070	.000
Social identity experience	.198	3.829	.000
Creative cognition experience	.140	2.698	.007
Morality experience	.039	1.097	.273
Sensory experience	.109	2.238	.026

Table 13. Coefficients Table D Source: Author's Elaboration

The first step and the second step have been established in the previous hypothesis test. The test results in the third step indicate that brand personality ($\beta = 0.094$, $p = 0.040$) could influence from brand love positively. Without morality experience ($\beta = 0.039$, $p = 0.273 > 0.05$), other 4 dimensions of brand experience all could mediate the influence from brand personality to brand love, with the values of Bata are 0.211, 0.198, 0.140, 0.039, 0.109 respectively, and it's necessary to mention that the p value for these 4 dimensions are all less than 0.05 which means there are significant mediating effects for these 4 dimensions to the relationship. Therefore,

hypothesis 4a,4b,4c,4e are all supported.

Hypothesis 4a: Affective experience can significantly mediate the influence of brand personality on college students' brand love positively is established.

Hypothesis 4b: Social identity experience can significantly mediate the influence of brand personality on college students' brand love positively is established.

Hypothesis 4c: Creative cognition experience can significantly mediate the influence of brand personality on college students' brand love positively is established.

Hypothesis 4d: Morality experience can significantly mediate the influence of brand personality on college students' brand love is **not** established.

Hypothesis 4e: Sensory experience can significantly mediate the influence of brand personality on college students' brand love.

4.6. **The test of the moderating effects**

4.6.1. **product involvement moderate the influence from brand personality to brand experience**

In the test, brand personality is regarded as an independent variable, then product involvement is a moderator and two dummy variables are set for it: 1 stands for high product involvement and 0 stands for low product involvement. Through the significance level of the product term of the dummy variable and brand personality, it is determined whether the product involvement has a moderating effect in the two sets of relationships. brand experience is the dependent variable in below analysis. As following Table 12 shows:

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.678	.021		175.340	.000
Brand personality	.570	.029	.645	19.774	.000
Product involvement	-.022	.042	-.017	-.524	.600
Brand personality*Product involvement	-.021	.058	-.012	-.365	.715

Table 14. Coefficients Table E Source: Author's Elaboration

The results showed that brand personality as an independent variable can influence brand experience greatly with the value of Beta is 0.645 and the P value is less than 0.01. and product involvement (β=-0.017, sig=0.600) as a moderator variable has no obvious effect on brand experience. Brand personality* product involvement as an interaction term, the interaction term (β=-0.012, sig=0.715) (Appendix9) has no obvious effect on the brand experience, indicating that product involvement could not moderate the influence between brand personality and brand experience. Thus Hypothesis5a is **not** established.

Hypothesis5a: product involvement plays a moderate role between brand personality and brand experience is not established

4.6.2. Product involvement moderate the influence from brand personality to brand love

In this study, brand personality is used as an independent variable, and then product involvement is designed as a moderator and two dummy variables are set for it. 1 stands for high product involvement and 0 stands for low product involvement. Through the significance

level of the product term of the dummy variable and brand personality, it is determined whether the product involvement has a regulating effect in the two sets of relationships. brand love is a dependent variable for multiple regression analysis. As the following Table 13 shows:

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.575	.014		259.709	.000
Brand personality	.250	.019	.489	13.226	.000
Product involvement	-.022	.028	-.030	-.807	.420
Brand personality*product involvement	.102	.038	.099	2.688	.007

Table 15. Coefficients Table F Source: Author's Elaboration

The results showed that brand personality (β=0.489, sig=0.000) as an independent variable has a significant effect on brand love, and product involvement could not influence brand love with the value of Bate is-0.030, but sig. is 0.42 which is more than 0.05. Brand personality* product involvement as an interaction term, the interaction term (β=-0.099, sig=0.007) (Appendix10) influence the brand love obviously, indicating that product involvement has regulatory effect between brand personality and brand love.

Hypothesis 5b: Product involvement plays a moderate role between brand personality and brand love positively is established.

4.6.3. Product involvement moderate the influence from brand experience and brand love

In the test, brand personality is designed as an independent variable, then product involvement is a moderator and two dummy variables are set for it. 1 stands for high product involvement and 0 stands for low product involvement. Through the significance level of the product term of the dummy variable and brand personality, it is determined whether the product involvement has a regulating effect in the two sets of relationships. brand love is used as a dependent variable for multiple regression analysis.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.576	.012		294.398	.000
Brand experience	.369	.019	.638	19.549	.000
Product involvement	-.013	.024	-.017	-.529	.597
Prand experience*product involvement	.123	.038	.106	3.242	.001

Table 16. Coefficients Table G Source: Author's Elaboration

The results showed that brand experience could influence brand love significantly with the value of Beta is 0.638 and P is less than 0.001. but product involvement could not influence (β=-0.017, sig=0.597>0.01) brand experience. Brand experience * product involvement as an interaction term, the interaction term (β=-0.106, sig=0.001)(Appendix11) has significant effect

on the brand love, indicating that product involvement has regulatory effect between brand experience and brand love.

Hypothesis 5c: Product involvement plays a moderate role between brand experience and brand love positively is established.

5. Conclusions

5.1. Findings and discussion

First of all, the purpose of this study is to explore the connection between brand personality, brand experience, brand love. Based on the research and combing of relevant research results of Chinese and foreign scholars, the relationship model between the three is constructed. Offer corresponding hypotheses and verify them through empirical research: brand personality can influence college students' brand love; brand personality can influence college students' five dimensions of brand experience, that is, brand personality can influence college students' affective experience, social identity experience, creative cognition experience, morality experience, sensory experience separately; these five dimensions of brand experience can positively impact on brand love, namely affective experience, social identity experience, creative cognition experience, morality experience, sensory experience can be a good influence to brand love ; these five dimensions of brand experience can mediate the influence of brand personality on brand love. After that, This thesis empirically proved product involvement is a regulatory effect in the connection between brand personality and brand love, brand experience and brand love. All the results are explained in chapter 4. And shown as follow Table 15:

Hypothesis	Descriptive	Result
H1	Brand personality can influence brand love significantly.	Supported
H2a	Brand personality can influence Affective Experience significantly.	Supported
H2b	Brand personality can influence Social-Identity Experiences significantly.	Supported
H2c	Brand personality can influence Creative cognition experiences significantly.	Supported
H2d	Brand personality can influence the morality experience significantly.	Supported
H2e	Brand personality can influence sensory experience significantly.	Supported
H3a	Affective experience can influence brand love significantly.	Supported
H3b	Social identity experience can influence brand love significantly.	Supported
H3c	Creative cognition experience can influence brand love significantly.	Supported
H3d	Morality experience can influence brand love significantly.	**Not** Supported
H3e	Sensory experience can influence brand love significantly.	Supported
H4a	Affective experience can significantly mediate the influence of brand personality on college.	Supported
H4b	Social identity experience can significantly mediate the influence of brand personality on brand love.	Supported
H4c	Creative cognition experience can significantly mediate the influence of brand personality on brand love.	Supported
H4d	Morality experience can significantly mediate the influence of brand personality on brand love.	**Not** Supported
H4e	Sensory experience can significantly mediate the influence of brand personality on brand love.	Supported
H5a	Product involvement plays a moderate role between brand personality and brand love.	Supported
H5b	Product involvement plays a moderate role between brand experience and brand love	Supported
H5c	Product involvement plays a moderate role between brand personality and brand experience.	**Not** Supported

Table15.-Summery Summary table of the findings. Source: Author's Elaboration

5.2. **Managerial implications**

For different brands, companies should combine their own product characteristics to develop

an brand experience marketing model that fits companies own senses, emotions, and thinking. In this brand experience marketing model, Not only should the sensory and emotional elements of its products be perfectly reflected, but also engage customers in the brand's rich creative cognition experience, which could narrowing the gap distance between the brand and the consumer, thus promoting consumers' love and attachment to the brand. At the same time, when brand manufacturers are designing extraordinary affective experience, social identity experience, creative cognition experience, morality experience, sensory experience, they should pay attention to the brand personality element, so that consumers can feel the unique personality of the brand and generate brand love more easier.

- Sensory experience-based brand love strategy

Sensory experience is the most direct contact between consumers and brands. Enterprises can create a strong visual impact on consumers' appearance, color, material, advertising design, brand environment and other aspects.In addition, playing the soothing rhythm of the background music and distributing the refreshing scent through the store helps to stimulate the consumer's sense of hearing and smelling the party, giving the customer a good impression, which helps the customer to strengthen the brand personality of the product. Brand manufacturers can create a brand love for the brand by designing an extraordinary sensory experience that allows consumers to feel the brand's products to express their individuality.

- Affective experience and morality experience-based brand love strategy

Affective experience is a kind of feeling generated when consumers interact with brand products. It can stimulate consumers' sense of belonging and dependence, and bring emotional pleasure, friendliness and happiness to consumers. Starbucks is a typical representative of a good affinity experience. Through enthusiastic service, comfortable music, and living room-like furnishings, consumers are warm and happy, and a large number of consumers are very attached to Starbucks. Brand manufacturers can enhance the emotional experience of consumers through the following aspects: First, enterprises can create a kind of resonance between consumers and brand products by designing humanized brand products and bringing

the distance between consumers and brands closer. At the same time, product brand manufacturers can inject more emotional elements into their products, impress consumers' hearts through emotional advertisements, and promote brands in strong emotional resonance; Besides, corporate good brand image and reputation are intangible assets of enterprises. By holding charity, charity activities, serving the community, etc., consumers can feel that it is a friendly, responsible and emotional product.

- Creative cognition experience-based brand love strategy

Creative cognition experience is a product that consumers can promote when they use branded products, and creatively let consumers get the experience of solving problems and generating associations. Product brand manufacturers generate a series of thoughts and associations through various forms of activities, advertising and news. For example, Lenovo's slogan "Without Lenovo, what would the world be like?", Li Ning brand slogan "Everything is possible!", is to think about the consumer through the thinking experience, thus forming a brand love for the brand. On the one hand, product brand manufacturers can use or plan valuable activities to convey the values and image of the product brand to the public, causing consumers to think about the product brand; on the other hand, it is more convenient to continuously improve the technological content and creativity of the product brand. The consumer's life increases the consumer's sense of identity and attachment to the brand.

- Social identity experience-based brand love strategy

The social identity experience is dedicated to connecting individuals with ideal self, other people or culture, satisfying consumers' self-improvement, hoping others to have a good impression on themselves and seeking "our kind", so that consumers can develop self-identity, sense of accomplishment and belonging. We suggest brands could pay more attention to the construction of forums such as brand communities. In the brand community, consumers can find the same friends with same consumer preferences and product preferences. In brand community, it gaves a unique space for consumers, creating a special atmosphere, which can

satisfy consumers with their desired relationship, Consumers can connect themselves with what they want to be, but they can't, which indirectly satisfying these spiritual needs then contribute to the formation of brand love.

- Product involvement

Product involvement plays a regulatory role in the connection between brand personality and brand love. This result suggests that brand marketers that: For high involvement products, consumers will be more likely to form brand love because of brand personality. Marketers should also pay attention to the cultivation of brand emotions of low-involvement products, and need to invest more to create unique personality characteristics for the brand, which is conducive to the formation of a stable brand love. Product involvement also plays a regulatory role in the connection between brand experience and brand love. The tips for brand building are similar to the above. For high-involvement products, consumers are more likely to form attachment and love for the brand through a series of brand experiences created by the company. For low-involvement products, the brand experience has a relatively small impact on consumers' brand love.

The above conclusions are different from what the author expected. According to the literature of the former scholars, for low-involvement products , consumers are more likely to be influenced by brand personality or experience to make purchase decision and   form emotional feelings to the brand, because consumers do not have much desire to explore such products，factors such as the price and appearance of these products directly affect consumer purchasing decisions. The reason for the new conclusions we supposed is that with the development of science and technology, the core differences in the technology of high-involvement products are getting smaller. The influence of brand personality and brand experience on brand love becomes very significant for high-involvement products which have similar performance.

5.3. **Limitations and further research**

5.3.1. Limitations

On the basis of analyzing previous literatures, this thesis draws clear conclusions through Online Questionnaire, Hypothesis Testing, Model Constructing, etc., but there are still some shortcomings in this study, including the following:

Due to the limitation of time and ability, this thesis only analyzed the relationship for brand personality, brand experience and brand love and taking the two brands of high-involvement(smartphone) and low-involvement(toothpastes) as moderator. However, there may have other factors could influence brand love. Besides, The article only discussed the mediating effect of brand experience in brand personality and brand love. We still need further research to know whether there have other mediator or moderator in the relationship between brand personality and brand love.

- The limitations of measurement.

The brand experience, brand personality and brand love scales used in this thesis are mainly based on the chinese and foreign mature scales, and some modifications and improvements are made to suite Chinese culture, China has a big difference with foreign countries in terms of culture, living habits and consumption characteristics. The division of the scale of the scale may not be entirely suitable for China's national conditions. At the same time, due to the influence of consumer subjective factors, there will be a certain deviation between the survey results and the actual situation. For example, in the validity analysis, we did not put the results of the factor analysis into the article because there were some differences between the factors of the data analysis results and the authors who designed the scales. Becides, Our participants are mainly Chinese college students, which made the sample group too single, and the total sample size is only just under 500, which inevitably affects the diversity and extensiveness of the data.

- Insufficient sampling methods.

This thesis used online survey to collect data. The selected samples are mainly from Chinese college students, which will give a certain error to the research results to some extent. In the future research, stratified sampling can be carried out in strict proportion to regions, occupations, ages, etc., to enhance the generalization and popularity of the results.

- Research restrictions.

This article takes the high-involvement product mobile phone and the low-involvement toothpaste as examples to study the connection between brand personality, brand experience and brand love. The research results have certain reference price for mobile phone and toothpaste brand marketing. However, there are big differences between industries or products. Whether the brand marketing strategy of mobile phone and toothpaste industry can be applied to other industries remains to be further empirically researched. Moreover, the dimension of the morality experience in the brand experience scale has limitations for the testing of mobile phone brands and toothpaste brands, because the brands of these two industries participated less public service activities, so when the participant was answering these questions they could not clearly recall the corresponding brand. and the data does not reflect the reality well.

- Insufficient research methods.

Based on the questionnaire survey, this study combines SPSS24.0 software tools to empirically analyze the model of hypothesis testing. This research method belongs to the scope of horizontal research, and future research can be developed in the direction of longitudinal research.

5.3.2. Further research

In this thesis, the connection between brand personality, brand experience and brand love was analyzed. For the shortcomings in this thesis, the direction of future research can be carried out

from the following aspects:

- Studying the influence of brand personality on brand love in different industries, or comparing them in different industries, making the brand personality's influence mechanism on brand love more comprehensive and has higher practical guiding significance.

- The emotion of brand love is closely related to brand attachment, brand loyalty, brand passion, etc. There is no clear definition of division at present. In this study, these related variables are not explored. These variables can be considered in order to conduct more in-depth research in the future.

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7. Appendix

- Appendix 1

Product Involvement Scale   Source: Zaichkowsky, J. L. (1994)

Revised personal involvement inventory

To me(object to be judged)is:						
important						Unimportant
boring						interesting
Relevant						irrelevant
exciting						unexciting
Means nothing						Means a lot to me
appealing						unappealing
fascinating						mundane
worthless						valuable
involving						uninvolving
Not needed						needed

- Appendix 2

SURVEY

PART1

1. Your grade is

   ○freshman

   ○sophomore

   ○junior

   ○senior

   ○postgraduates(1st year)

   ○postgraduates(2nd year)

   ○postgraduates(3rd year)

   ○else

2. Your gender is

   ○male

   ○female

3. Your monthly expenses are

   ○under 800yuan

   ○800-1200 yuan

   ○1200-1600 yuan

   ○above 1600 yuan

4. Please choose a category you are interested in

○mobile phone (jump to 5)

○toothpaste (jump to 6)

5. Which is your favorite band of smart phone

○华为（HUAWEI）

○苹果（IPHONE）

○OPPO

○VIVO

○三星（SANSUNG）

○荣耀（HONOR）

○其他

6. Which is your favorite band of toothpaste

○crest

○colgate

○darlie

○yunnanbaiyao

○else

PART2

7. band personality

the band personality of the band you choose: To what extent do you feel this band is

	Strongly disagree	Disagree	Not sure	Agree	Strongly agree
7.1、It is down-to earth	○	○	○	○	○

7.2、It is honest	○	○	○	○	○
7.3、It is wholesome	○	○	○	○	○
7.4、It is cheerful	○	○	○	○	○
7.5、It is daring	○	○	○	○	○
7.6、It is spirited	○	○	○	○	○
7.7、It is imaginative	○	○	○	○	○
7.8、It is up-to-date	○	○	○	○	○
7.9、It is reliable	○	○	○	○	○
7.10、It is intelligent	○	○	○	○	○
7.11、It is successful	○	○	○	○	○
7.12、It is upper class	○	○	○	○	○
7.13、It is charming	○	○	○	○	○
7.14、It is outdoorsy	○	○	○	○	○
7.15、It is tough	○	○	○	○	○

8. band experience

the band experience of the band you choose: To what extent do you feel that

	Strongly disagree	Disagree	Not sure	Agree	Strongly agree
8.1. The brand can make me feel different	○	○	○	○	○
8.2、The brand is very appealing to	○	○	○	○	○

me.					
8.3、 I feel pleasure when I contact with this band.	○	○	○	○	○
8.4、 The band has brought me fun	○	○	○	○	○
8.5 、 I think the customers who bought the band belong to the same class as me.	○	○	○	○	○
8.6、The band makes me engage with some lifestyles.	○	○	○	○	○
8.7、 Using this band is very fit my identity	○	○	○	○	○
8.8、I like to talk about this band with other consumers who use this band.	○	○	○	○	○
8.9、 I think the band is very fit my personality.	○	○	○	○	○
8.10、 I engage in a lot of thinking when I encounter this band.	○	○	○	○	○
8.11 、 This band stimulates my	○	○	○	○	○

curiosity.					
8.12、The band makes me want to explore her	○	○	○	○	○
8.13、I can learn some new knowledge when I use the band,	○	○	○	○	○
8.14、The band has made me interested in social welfare	○	○	○	○	○
8.15、The band can make me feel the responsibility of the society.	○	○	○	○	○
8.16、The band increases my public awareness	○	○	○	○	○
8.17、The band's advertising is very attractive	○	○	○	○	○
8.18、I feel familiar with this band's name .	○	○	○	○	○
8.19、The band identity really takes my fancy	○	○	○	○	○

9. brand love

the band love of the band you choose: To what extent do you feel that

	Strongly disagree	Disagree	Not sure	Agree	Strongly agree
9.1、I think that using the brand's products will "really" and "deeply" reflect who I am.。	○	○	○	○	○
9.2、this brand able to Make me look like you want to look	○	○	○	○	○
9.3、this brand able To Do something that makes my life more meaningful	○	○	○	○	○
9.4、I Find yourself thinking about the brand ?	○	○	○	○	○
9.5、I willing to spend a lot of money improving and fine-tuning a product from the Band after i buy it	○	○	○	○	○
9.6、I feel Yourself Desiring to use this brand	○	○	○	○	○
9.7、I Interacted with the brand in the past	○	○	○	○	○
9.8、I feel there is a natural "fit" between me and the brand	○	○	○	○	○
9.9、I feel emotionally connected to the brand	○	○	○	○	○

9.10、I feel that brand Is fun	○	○	○	○	○
9.11、I believe that i will be using this band for a long time.	○	○	○	○	○
9.12、I will feel Anxiety if this brand were to go out of existence,	○	○	○	○	○
9.13、I will continue buying the products/services of this band in the near future.	○	○	○	○	○
9.14、My purchases with this band make me content	○	○	○	○	○
9.15、I do not get my money's worth when I purchase this band .	○	○	○	○	○
9.16、Owning the products/services of this band makes me happy	○	○	○	○	○
9.17、I promote the band because of the monetary referral benefits provided by the band	○	○	○	○	○
9.18、In addition to the value derived from the product, the monetary referral incentives also encourage me to refer this band to	○	○	○	○	○

my friends and relatives					
9.19、 I enjoy referring this band, I refer to my friends and relatives because of the monetary referral incentives	○	○	○	○	○
9.20、 Given that I use this band, I refer my friends and relatives to this band because of the monetary referral incentives.	○	○	○	○	○
9.21、 I do not actively discuss this band on any media.	○	○	○	○	○
9.22、 I love talking about my band experience	○	○	○	○	○
9.23、 I discuss the benefits that I get from this band with others.	○	○	○	○	○
9.24、 I am a part of this band and mention it in my conversations	○	○	○	○	○
9.25、 I provide feedback about my experiences with the band to the firm	○	○	○	○	○
9.26、 I provide suggestions for improving the performance of the band	○	○	○	○	○

9.27、I provide suggestions/feedback about the new products/services of the band	○	○	○	○	○
9.28 、 I provide feedback/suggestions for developing new products/services for this band	○	○	○	○	○

Thank you very much for your participation!

- Appendix 3

Reliability Statistics

Cronbach's Alpha	N of Items
.896	15

Reliability Statistics

Cronbach's Alpha	N of Items
.900	19

Reliability Statistics

Cronbach's Alpha	N of Items
.761	4

Reliability Statistics

Cronbach's Alpha	N of Items
.728	5

Reliability Statistics

Cronbach's Alpha	N of Items
.707	4

Reliability Statistics

Cronbach's Alpha	N of Items
.810	3

Reliability Statistics

Cronbach's Alpha	N of Items
.702	3

Reliability Statistics

Cronbach's Alpha	N of Items
.776	28

- Appendix 4

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.946
Bartlett's Test of Sphericity	Approx. Chi-Square	3650.911
	df	105

	Sig.	.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.937
Bartlett's Test of Sphericity	Approx. Chi-Square	3750.699
	df	171
	Sig.	.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.857
Bartlett's Test of Sphericity	Approx. Chi-Square	3769.762
	df	378
	Sig.	.000

- Appendix 5

Model Summary

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate
1	.489[a]	.239	.237	.32534

a. Predictors: (Constant), brand personality

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.300	1	18.300	172.885	.000[b]

Residual	58.323	551	.106	
Total	76.623	552		

a. Dependent Variable: brand love

b. Predictors: (Constant), brand personality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.695	.068		39.439	.000
	brand personality	.250	.019	.489	13.149	.000

a. Dependent Variable: brand love

- Appendix 6

Model Summary

Model	R	R2	Adjusted R2	Std. Error of the Estimate
1	.681[a]	.464	.463	.61076

a. Predictors: (Constant), brand personality

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	178.236	1	178.236	477.815	.000[b]

Residual	205.536	551	.373
Total	383.772	552	

a. Dependent Variable: affective experience

b. Predictors: (Constant), brand personality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.924	.128		7.199	.000
	brand personality	.780	.036	.681	21.859	.000

a. Dependent Variable: affective experience

Model Summary

Model	R	R2	Adjusted R2	Std. Error of the Estimate
1	.580[a]	.336	.335	.60572

a. Predictors: (Constant), brand personality

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	102.308	1	102.308	278.849	.000[b]
	Residual	202.159	551	.367		
	Total	304.467	552			

a. Dependent Variable: social identity experience

b. Predictors: (Constant), brand personality

Model Summary

Model	R	R2	Adjusted R2	Std. Error of the Estimate
1	.521ᵃ	.271	.270	.64516

a. Predictors: (Constant), brand personality

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.592	.127		12.509	.000
	brand personality	.591	.035	.580	16.699	.000

a. Dependent Variable: social identity experience

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.414	1	85.414	205.206	.000ᵇ
	Residual	229.346	551	.416		
	Total	314.761	552			

a. Dependent Variable: creative cognition experience

b. Predictors: (Constant), brand personality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.870	.136		13.795	.000
	brand personality	.540	.038	.521	14.325	.000

a. Dependent Variable: creative cognition experience

Model Summary

Model	R	R2	Adjusted R2	Std. Error of the Estimate
1	.219[a]	.048	.046	.95490

a. Predictors: (Constant), brand personality

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.377	1	25.377	27.831	.000[b]
	Residual	502.424	551	.912		
	Total	527.801	552			

a. Dependent Variable: morality experience

b. Predictors: (Constant), brand personality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.466	.201		12.296	.000
	brand personality	.294	.056	.219	5.275	.000

a. Dependent Variable: morality experience

Model Summary

Model	R	R2	Adjusted R2	Std. Error of the Estimate
1	.498[a]	.248	.247	.72112

a. Predictors: (Constant), brand personality

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	94.530	1	94.530	181.784	.000[b]
	Residual	286.528	551	.520		
	Total	381.059	552			

a. Dependent Variable: sensory experience

b. Predictors: (Constant), brand personality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.747	.151		11.535	.000
	brand personality	.568	.042	.498	13.483	.000

a. Dependent Variable: sensory experience

- Appendix 7

Model Summary

Model	R	R2	Adjusted R2	Std. Error of the Estimate
1	.648[a]	.420	.414	.28513

a. Predictors: (Constant), sensory experience , morality experience, affective experience, social identity experience, creative cognition experience

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.151	5	6.430	79.091	.000[b]
	Residual	44.472	547	.081		
	Total	76.623	552			

a. Dependent Variable: brand love

b. Predictors: (Constant), sensory experience , morality experience, affective experience, social identity experience, creative cognition experience

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.244	.071		31.723	.000
	affective experience	.116	.021	.259	5.555	.000
	social identity experience	.109	.026	.217	4.233	.000
	creative cognition experience	.071	.026	.144	2.769	.006
	morality experience	.014	.013	.038	1.068	.286
	sensory experience	.051	.022	.113	2.313	.021

a. Dependent Variable: brand love

- Appendix 8

Model Summary

Model	R	R2	Adjusted R2	Std. Error of the Estimate
1	.651[a]	.424	.418	.28429

a. Predictors: (Constant), sensory experience , morality experience, brand personality, social identity experience, creative cognition experience, affective experience

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.493	6	5.416	67.005	.000[b]
	Residual	44.129	546	.081		
	Total	76.623	552			

a. Dependent Variable: brand love

b. Predictors: (Constant), sensory experience , morality experience, brand personality, social identity experience, creative cognition experience, affective experience

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.199	.074		29.766	.000
	brand personality	.048	.023	.094	2.059	.040
	affective experience	.094	.023	.211	4.070	.000
	social identity experience	.099	.026	.198	3.829	.000
	creative cognition experience	.069	.026	.140	2.698	.007
	morality experience	.015	.013	.039	1.097	.273

sensory experience	.049	.022	.109	2.238	.026

a. Dependent Variable: brand love

- Appendix 9

Model Summary

Model	R	R2	Adjusted R2	Std. Error of the Estimate	R2 Change	F Change	df1	df2	Sig. F Change
1	.645ᵃ	.416	.413	.49317	.416	130.387	3	549	.000

a. Predictors: (Constant), brand personality*product involvement, brand personality, product involvement

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.136	3	31.712	130.387	.000ᵇ
	Residual	133.525	549	.243		
	Total	228.660	552			

a. Dependent Variable: brand experience

b. Predictors: (Constant), brand personality*product involvement, brand personality, product involvement

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.678	.021		175.340	.000		
	brand personality	.570	.029	.645	19.774	.000	1.000	1.000
	product involvement	-.022	.042	-.017	-.524	.600	1.000	1.000
	brand personality*product involvement	-.021	.058	-.012	-.365	.715	1.000	1.000

a. Dependent Variable: brand experience

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	brand personality	product involvement	brand personality*product involvement
1	1	1.018	1.000	.05	.41	.39	.13
	2	1.017	1.000	.44	.07	.10	.37
	3	.984	1.017	.21	.33	.22	.25
	4	.980	1.019	.29	.19	.29	.25

a. Dependent Variable: brand experience

- Appendix 10

Model Summary

Mod el	R	R2	Adjuste d R2	Std. Error of the Estimate	Change Statistics				
					R2 Change	F Chang e	df1	df2	Sig. F Chang e
1	.500ᵃ	.250	.245	.32363	.250	60.863	3	549	.000

a. Predictors: (Constant), brand personality*product involvement, brand personality, product involvement

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regressi on	19.124	3	6.375	60.863	.000ᵇ
	Residual	57.499	549	.105		
	Total	76.623	552			

a. Dependent Variable: brand love

b. Predictors: (Constant), brand personality*product involvement, brand personality, product involvement

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.575	.014		259.709	.000		
	brand personality	.250	.019	.489	13.226	.000	1.000	1.000
	product involvement	-.022	.028	-.030	-.807	.420	1.000	1.000
	brand personality*product involvement	.102	.038	.099	2.688	.007	1.000	1.000

a. Dependent Variable: brand love

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	brand personality	product involvement	brand personality*product involvement
1	1	1.018	1.000	.05	.41	.39	.13
	2	1.017	1.000	.44	.07	.10	.37
	3	.984	1.017	.21	.33	.22	.25
	4	.980	1.019	.29	.19	.29	.25

a. Dependent Variable: brand love

- Appendix 11

Model Summary

Model	R	R2	Adjusted R2	Std. Error of the Estimate	Change Statistics				
					R2 Change	F Change	df1	df2	Sig. F Change
1	.645ᵃ	.416	.412	.28560	.416	130.122	3	549	.000

a. Predictors: (Constant), brand experience*product involvement, product involvement, brand experience

Model Summary

Model	R	R2	Adjusted R2	Std. Error of the Estimate	Change Statistics				
					R2 Change	F Change	df1	df2	Sig. F Change
1	.645ᵃ	.416	.412	.28560	.416	130.122	3	549	.000

a. Predictors: (Constant), brand experience*product involvement, product involvement, brand experience

Model Summary

Model	R	R2	Adjusted R2	Std. Error of the Estimate	Change Statistics				
					R2 Change	F Change	df1	df2	Sig. F Change

1	.645ᵃ	.416	.412	.28560	.416	130.122	3	549	.000

a. Predictors: (Constant), brand experience*product involvement, product involvement, brand experience

*Collinearity Diagnostics*ᵃ

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	brand experience	product involvement	brand experience*product involvement
1	1	1.025	1.000	.03	.46	.03	.46
	2	1.002	1.011	.42	.03	.51	.04
	3	.998	1.013	.51	.04	.42	.03
	4	.975	1.025	.03	.47	.04	.48

a. Dependent Variable: brand love

*ANOVA*ᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.842	3	10.614	130.122	.000ᵇ
	Residual	44.781	549	.082		
	Total	76.623	552			

a. Dependent Variable: brand love

b. Predictors: (Constant), brand experience*product involvement, product involvement, brand experience

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.576	.012		294.398	.000		
	brand experience	.369	.019	.638	19.549	.000	.999	1.001
	product involvement	-.013	.024	-.017	-.529	.597	1.000	1.000
	brand experience*product involvement	.123	.038	.106	3.242	.001	.999	1.001

a. Dependent Variable: brand love

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	brand experience	product involvement	brand experience*product involvement
1	1	1.025	1.000	.03	.46	.03	.46
	2	1.002	1.011	.42	.03	.51	.04
	3	.998	1.013	.51	.04	.42	.03
	4	.975	1.025	.03	.47	.04	.48

a. Dependent Variable: brand love