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The Impact of Brand Love on Customer Loyalty: Exploring Emotional Connection and Consumer Behaviour

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Abstract

This paper examines the complex relationship between brand love and brand loyalty, exploring the central role of emotional ties in shaping consumer-brand interactions. Extensive research on consumer preferences and behavior reveals a strong and positive relationship between brand love and brand loyalty -Emphasizes the importance of emotional engagement to build commitment What lies notably, research also highlights the significant impact of brand love on consumer behavior, as it motivates the willingness to pay higher prices for the products or services of the desired brands Number of people who expressed in this study is a young and diverse user base -In addition to revealing the basis, which provides a nuanced understanding of who are most likely to be brand-lover relationships, research factor analysis shows key factors that contribute to brand love. The study also supports the reliability of the measurement models used. The practical implications drawn from these findings suggest that firms can harness the potential of brand affection by developing strategies to resonate emotionally with consumers, and thus so for loyalty and attractive value. By understanding the multifaceted nature of consumer love, companies can strategically incorporate this concept into their operations, ultimately increasing their market presence and with customers have developed deep and lasting relationships.

Keywords: Brand Love, Brand Loyalty, Consumer Behavior, Emotional Connections, Repurchase Behavior.

Introduction

Brands have permeated the everyday lives of consumers and created huge value for organizations; they exist as constructs within human perception. In such context, the brand stands as one of the company's most invaluable intangible assets; therefore, it has to be adroitly managed to extract its full potential. Building a strong brand is the act of combining art and science, one that is only made successful through stringent planning, relentless dedication, and creative implementation in marketing (1). Brand love thus can be seen as being a measure of consumer attachment to the extent of consumer satisfaction with a given brand. When consumers develop an intense love for the brand, then they are loyal. In the event that the brand has not lived up to its expectations, then they move to substitute brands.

Brand Love Concept assists marketing managers to gauge customer perceptions, identify perceived brand image, and measure customer attitudes towards their brands (2). When a customer forms an affectionate bond with a brand, they become less inclined to switch to other brands and cultivate a positive attitude towards the brand. Hence nurturing brand love is pivotal for companies as it wields a considerable influence on customer loyalty thereby safeguarding the organization's competitive edge. It is demonstrated that consumer love for specific brands yields positive marketing consequences that include brand passion and attachment, positive word-of-mouth endorsements, and true brand devotion (3).

The examinations of the customer-product brand relationship have brought forth satisfaction, brand loyalty, and brand love. Variations in attachments show differences in the strength of these relationships. Love, being an innate consumer sentiment, relates widely to one's self-concept and identity of an individual. Brand love is not a temporary effect produced by or during a certain transaction; it is the outcome from the long-term rapport between the customer and the brand. Customers loyal to some brands often say things like "I just don't even think about other brands" or

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"this brand is really endearing." These affinities are based on familiarity, trust, reliability, and predictable brand reactions where the key driver is an element of safety and consistency in performance (4). There is yet another attachment style categorized under the rubric of 'need for stimulation' in which consumers are looking for brands that offer novelty, excitement, and arousal. In the modern-day world, marketing itself has assimilated branding and brand management as inherent to its conceptual schemas. Leading companies in the world are known by their brands, which are much more valued and highly beneficial than their tangible assets.

Brand love is such an important concept that makes the relationship between brand and customer that much more formidable. The brand stands at a position from where it is unspeakably irreplaceable for the consumer. Relationship marketing in recent years has also been founded on constructs of brand love and loyalty. Brand loyalty is the basic outcome of brand love (5, 6). The key driver for brand love and brand loyalty has through previous research been proven to be self-image congruence (7, 8). Consumer brand loyalty is significantly increased by self-image congruence (9, 10). Lastly, brand love is developed when consumers link their self-expression and self-esteem with the brand identity at an emotional level (11, 12). Self-brand integration mediates the relationships of brand love (13). Specifically, the relationship between brand love and brand loyalty is mediated by self-concept and self-image congruence (14) and consumer-brand identification (15, 16). The components of consumer brand love are divided into three: affection, connection, and passion (17). From their joint effort, they create emotional attachment between consumers and brands. Marketers also work persistently to evoke brand love by customers to influence word-of-mouth marketing, an important strategy for a brand being deeply implanted in the minds of the consumers. The digital era has altogether revolutionized the interactions of consumers and brands which provide enormous space for the businesses in constructing brand love at multiple touchpoints of their customer base (18). This time, firms run various campaigning strategies like social media into performing ultimately segmented experience delivery for eliciting emotional bonds of the target customers (18). It is so important for a marketer/brand manager to know the influence of brand love on brand loyalty as this illuminates the path to designing and developing proper strategies aimed at strengthening and crystallizing relations with customers.

The aim of the research is to investigate the influence of brand love on the development of customer loyalty. This paper aims to critically evaluate the concept of the brand and its relationship with brand loyalty as well as scrutinize in what way brand love influences consumer behavior and purchasing decisions.

The relationship between consumers and the brands they use can lie along a spectrum from satisfaction to loyalty or even love based on the depth of affection that the consumers hold for the brand. This emotional bonding to a brand is quite similar to how people become emotionally attached to other people according to several studies (19-22). Brand love as an individual's intense emotional attachment that he has been satisfied with while buying the concerned brand, taking place in several dimensions of a brand. Brand love can assume the form of brand attachment, passion, positive evaluation, and emotional responses to brands often manifested in expressions of affection for the brand. Brand love is a completely different concept as compared to satisfaction as love is a more emotional and affective state. "Love" is defined by psychologists as a higher level of friendship (22, 23). Triangular theory of love, which represents intimacy, passion, and decision, creates a theoretical framework to understand the emotional bond between brands and customers (23, 24). Brand love has also been discussed by various other researchers who have proposed different dimensions. Earlier research has identified three fundamental dimensions of brand love: passion, affection, and connection (25). In a more recent development posited two major factors representing brand love: six first-order dimensions (idealization, intimacy, pleasure, dream, memories, and uniqueness); and two second-order dimensions (passion and affection).

On the other hand, few researchers claimed that brand love basically differs from brand loyalty in that it is rooted in affect and passion, but quite less or no commitment is involved. Companies have over the years come to appreciate the importance of creating consumers' love for their brands.

Brands that can produce consumers' love outperform their competitors and hence attain a competitive edge in the market share (26).

Marketing scholars have conducted several researches on the theme of brand love. It is concluded in a research study that consumers could feel love for the brand and have high levels of relationships with the brand (27). Brand love is a mixture of emotion and passion in which they state that brand love "is the degree of passionate emotional attachment that a person has for a particular trade name." This emotional attachment embodies passion for the brand, brand attachment, favorable appraisals, positive feelings concerning the brand, and declarations of love towards the brand.

Research has defined the pivotal subject of interest for brand loyalty as "a deeply held commitment to rebuy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing despite situational influences and marketing efforts having the potential to cause switching behavior" (28). This definition points toward two basic aspects of loyalty which persist throughout the literature: behavioral and attitudinal. George Day was one of the first actually to forward the thesis that loyalty is a multi-dimensional construct, implying that true loyalty can involve both attitude and behavior (29).

In this regard, therefore, loyalty does not take place merely in the act of purchase but also in the attitude attending the said act. So, there appears much consensus that a multidimensional view of loyalty is most relevant even as dimensions are open to debate and dispute. Here, research studies displayed a conceptual model that considered social norms and situational factors as mediating to the loyalty relationship and defined customer loyalty as "the strength of the relationship between an individual's relative attitude and repeat patronage" (30). So, this definition indicated that loyalty should have occurred from both attitude and behavior; either one of them on its own would not be capable of representing loyalty. Brand loyalty is generally considered to be an intense attitudinal partnership of consumers to a particular brand or product (31).

It is important for the researcher to take cognizance of the fact that the concept of brand loyalty has evolved over the literature. Firms and managers viewed the concept of brand loyalty as a strategic imperative, but on the other hand, brand loyalty is also more than what meets the eye of the beholder. The concept itself is multidimensional, that is subject to attitudinal and behavioral loyalty. Attitudinal loyalty, however, can be understood as one's predisposition to become loyal and the future willingness to purchase the brand itself while behavioral loyalty pertains to the act of actually repurchasing the brand. Indeed, an attitudinal loyalty perspective is important for explaining how affective drivers create a consumer-brand bond which may even result in customers being willing to pay higher prices for a particular brand. Purchase loyalty, on the other hand, relies on the purchase history of the customer and the repurchasing behavior. The power to repurchase however might be limited by affordability, which can only mean that attitudinal loyalty is paramount in building brand-consumer relationships (32).

The concept of brand love identifies three major dimensions: intimacy, commitment, and passion (33). Batra and his team expanded on this by defining and measuring brand love from the customers' perspective, finding that customers with high love for a brand are among the most loyal and devoted consumers. This strong influence of the customer-brand relationship is recognized by marketing experts as brand love, and research by Reimann et al. suggests that brand love acts as a potent motivator for forming and sustaining strong customer relationships with a business, ultimately leading to increased patronage (34). Brand identification occurs when consumers feel they share self-definitional features with a brand. Research suggests that brand identification often precedes brand love, with stronger brand identification generally leading to greater brand loyalty. Additionally, findings indicate that customers tend to perceive a brand more favorably when they have a strong sense of identification with it. Social identity theory has contributed to the development of consumer brand identification, which can lead to numerous benefits, including enhanced brand loyalty (35). Additionally, brand identification significantly influences word-of-mouth advertising, repeat business, and customer loyalty (36). Brand loyalty is characterized by a positive customer attitude that ensures the continuous purchase of a brand over time. In

marketing literature, brand loyalty is perceived in two distinct ways: the behavioral approach, which focuses on the repeated purchase of the brand by the same customer, and the attitudinal approach, which considers client commitments and objectives regarding the purchase of a product or brand. Behavioral researchers regard repeated customer purchases as a form of brand loyalty, whereas cognitive models emphasize client commitments or goals as attitudinal loyalty (37). Word-of-mouth refers to the informal exchange of information among consumers about the benefits, merits, features, or ownership of specific goods and services. It encompasses the informal sharing of information and sentiments about a product, service, brand, or organization. Word-of-mouth guides consumers in their choices regarding specific products, services, and brands through the exchange of information and recommendations.

Brand image is a multi-dimensional concept prevalent in marketing literature, well-understood by both managers and academicians. It imparts a personality and symbolic meanings to a product or brand, allowing consumers to connect with the unique attributes of the product or service (36, 37). In commercial markets, brand image is particularly crucial, especially when qualitative differences exist between products or services. A positive brand image is essential for businesses as it shapes consumer behavior and differentiates the brand from competitors. A well-executed brand image strategy distinguishes the company's brand from others and positively influences customer perceptions. Brand satisfaction differs from brand attitude in that it reflects a customer's immediate reaction to the brand's performance and whether the customer is satisfied or dissatisfied relative to their expectations. Customer repurchase intent is closely linked to satisfaction, with satisfied customers more likely to make repeat purchases, refer the provider to others, and be willing to pay a premium price. While loyalty is often seen as a precondition for satisfaction, in some cases, satisfaction can lead to loyalty and positive behaviors towards the brand (36, 37).

Brand love plays a very crucial role in nurturing customer loyalty. When the consumers genuinely love a brand, they become loyal to it. All the pleasant and emotional feelings that come with brand love reflect themselves in loyalty, preference, and trust of the brand. The consumer whose fondness for a brand is extremely high has an increased likelihood to repurchase, share positive word-of-mouth and be loyal in the long-term to that brand. Brand love also boosts brand engagement. Customers who love a brand tend to get deeply connected to it. They actively seek out more information about the brand, observe what the brand is doing, and want to be part of the conversation related to the brand. This higher engagement strengthens emotional bonding with the company, deepening their loyalty. The idea of "customer loyalty" includes several aspects, with repurchase behavior being a significant one. This aspect shows how consumers consistently choose a brand, influenced by their satisfaction and established habits. Another important aspect is advocacy, where loyal customers promote the brand through word-of-mouth, indicating a stronger emotional bond. Furthermore, attitudinal loyalty reflects the emotional feelings consumers have towards a brand, often associated with brand love. This emotional connection can foster deeper loyalty, even if consumers don't repurchase right away. Research highlights that brand love, closely linked to these emotional ties, is crucial for building long-term loyalty, as consumers may be willing to pay more and resist switching to other brands.

If these gaps are not addressed, brand love may remain a concept and never become practical in the study of consumer loyalty. Despite lots of attention to the subject of brand love and how it is connected with consumer loyalty, several research gaps remain. First, there is a need for standardized and clearly defined metrics to measure brand love and its dimensions, necessitating greater emphasis on researchers to develop advanced features and analytic tools to fully capture the nuances of brand love. Secondly, while researchers have tested the direct relationship between brand love and loyalty, other moderating factors, such as product category, brands, and customer demographics, need consideration. Much of the existing research is cross-sectional, offering only a snapshot in time regarding the brand love and loyalty relationship. Longitudinal studies investigating consumer attitudes and behavior over time can provide insights into the stability and dynamics of brand love. Additionally, brand love and loyalty may vary significantly across different cultures and markets, requiring more exploration to better understand

these cultural differences. Furthermore, companies need practical strategies to build brand love and use it as a bridge to customer loyalty, making research into effective strategies or interventions to enhance brand attachment highly valuable. Addressing these research gaps will help provide a nuanced understanding of brand love and its influence on consumer loyalty, offering actionable insights for businesses and marketers.

The objectives of this study focus on exploring the concept of brand love and its correlation with brand loyalty, as well as assessing how brand love shapes consumer behavior and purchasing decisions. The first objective is to investigate the phenomenon of brand love and its relationship with creating brand loyalty, underpinned by the hypothesis that brand love has a direct positive linkage to brand loyalty; in other words, the stronger the love for a brand, the greater the loyalty exhibited by consumers. The second objective is to quantify the impact of brand love on consumer behavior and purchase decisions. It is hypothesized that brand love positively influences consumers' willingness to pay a premium price, suggesting that when consumers have a strong emotional attachment to a brand, they are more likely to pay higher prices for its products or services.

Methodology

The research methodology for this study follows a descriptive and exploratory research design, where descriptive research is employed to assess the current status of phenomena and provide in-depth insights into variables, while exploratory research serves to gain background information on the topic. Data collection is carried out using a structured questionnaire, divided into sections addressing Brand Love, Hedonic Aspects, Brand Image, Brand Identification, and Word of Mouth, with responses recorded on a 7-point Likert scale. The sampling design involves convenience sampling, a non-probability technique, with a sample size of 301 respondents determined using Cochran's Formula for an infinite population. The study focuses on the population of Assam within a specific age group as the sampling area. Data is sourced primarily through a structured questionnaire physically collected from the respondents, while secondary data is gathered from journal articles, research papers, and online sources to provide additional context and background information, ensuring a comprehensive research approach.

Results

The reliability statistics for the constructs are shown in Table 1, since the reliability score for each construct in the table is above 0.7, it indicates that the constructs have sufficient internal consistency. The overall reliability of the items is summarized in Table 2, according to Cronbach's Alpha, a variable requires to score above 0.7 in order to be accepted.

Table 1: Reliability Statistics of the Variables

Measures	Number of Items	Cronbach's Alpha
Self-Expressiveness	8	0.881
Brand Loyalty	8	0.849
Brand Identification	25	0.889
Brand Trust	3	0.846
Brand Love	26	0.839
Brand Engagement	6	0.847
Brand Image	9	0.848
Brand Repurchase	3	0.806

Table 2: Total Reliability Statistics

Reliability Statistics	Cronbach's Alpha	N of Items
Total	0.994	96

Demographic

Among the 301 respondents, the demographic distribution is as follows: 73.08% fall within the 18-28 years age group, 21.2% are aged between 29-38, 4.4% are in the 39-48 age range, and 0.7% each represent the 49-58 years and over 58 years categories. In terms of education, 7% of the respondents have an education level of less than 10th grade, 6% have completed 10th grade, 21.3% have finished 10+2, 48.2% hold a Graduate degree,

21.6% are Postgraduates, and there are no respondents with a doctorate. Regarding gender, 45.8% of the respondents are Male, while 54.2% are Female.

As presented in Table 3, Kaiser-Meyer-Olkin (KMO) and Bartlett's Test indicate that the data is highly suitable for analysis. A KMO measure of sampling adequacy of 0.857 falls within the accepted standard range of "great" indicating that the data are well-suited for this type of analysis. This is a relatively high value of KMO, and the given correlations between variables are fairly compact together. Bartlett's Test of Sphericity is highly significant with an approximate chi-square value of 25,622.520, degrees of freedom of 7,750, and a significance level of 0.000. The result is critical for the determination of the significance of the test as shown, indicating that it is not an identity matrix which indicates interrelation between the variables. Altogether all the findings do support the adequacy of analysis for the dataset.

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.857
Bartlett's Test of Sphericity	Approx. Chi-Square	25622.520
	Df	7750
	Sig.	0.000

Explorative Factor Analysis (EFA)

An exploratory factor analysis was carried out using SPSS, employing a promax rotation (Table 4 and Table 5). Exploratory factor analysis serves as a statistical method aimed at enhancing the scale's reliability by identifying and eliminating unsuitable items, as well as ascertaining the dimensionality of constructs when information about dimensionality is limited (38). In this study, the analysis was conducted on the four factors, namely Brand Love, Brand Image, Brand Identification, and Word of Mouth, to assess the influence of brand image and brand identification on the Brand Love instrument. A scree plot was generated to aid in this analysis. The scree plot illustrating the factor analysis is shown in Figure 1, the scree plot is used to assess the factor analysis.

Table 4: Component Matrix

Component Matrix [a]								
	Component							
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**
A1c	0.147	0.482	0.176	0.186	0.05	0.078	-0.032	0.308
A2c	0.117	0.435	0.06	0.329	-0.136	-0.055	0.059	0.289
A3c	0.119	0.452	0.13	0.337	-0.143	0.014	0.041	0.33
A4c	0.191	0.556	-0.112	0.26	-0.204	0.163	0.018	0.057
A5c	0.229	0.593	0.129	0.295	-0.068	0.05	-0.277	0.19
A6c	0.254	0.612	-0.032	0.243	-0.003	-0.09	-0.127	0.088
A7c	0.421	0.155	0.397	0.162	-0.222	0.076	0.092	0.049
A8c	0.471	0.285	0.275	-0.045	-0.064	0.062	0.22	-0.294
A9c	0.135	0.149	0.088	0.083	-0.021	0.094	0.114	-0.115
A10c	0.477	0.164	0.251	0.221	-0.347	-0.082	0.018	-0.138
A11c	0.33	0.265	0.544	0.093	0.209	-0.091	-0.12	-0.215
A12c	-0.12	0.384	0.539	-0.078	-0.238	-0.276	0.004	-0.036
A13c	0.388	0.178	0.288	-0.079	0.102	-0.29	0.245	-0.087
A14c	0.295	0.005	0.636	0.046	0.061	0.167	0.217	-0.262
A15c	0.236	0.666	0.099	0.319	0.005	0.026	0.008	0.104
A16c	0.23	0.393	0.008	0.395	0.068	-0.025	0.281	0.004
A17c	0.137	0.437	0.019	0.492	-0.084	0.022	0.174	-0.092
A18c	0.193	0.282	0.18	-0.019	0.116	-0.48	0.29	0.03
A19c	0.424	0.257	0.394	-0.061	0.073	0.045	-0.167	-0.138
A20c	0.193	0.563	0.102	0.167	-0.08	0.002	-0.271	0.21

A21c	0.336	0.173	0.214	0.115	0.357	-0.109	-0.431	-0.007
A22c	0.277	0.388	0.204	-0.233	0.215	-0.024	-0.205	0.099
A23c	0.188	0.476	0.177	-0.091	0.387	0.074	-0.082	0.118
A24c	-0.114	0.432	0.488	-0.095	-0.246	-0.243	-0.022	-0.043
A25c	0.457	0.014	0.117	0.099	0.469	0.089	-0.287	-0.186
A26c	0.294	-0.112	0.292	0.123	0.567	0.054	-0.175	-0.209
D1c	0.335	0.49	-0.253	-0.458	-0.249	0.08	0.018	0.077
D2c	0.231	0.348	0.26	-0.393	-0.129	0.276	-0.226	-0.046
D3c	0.535	0.472	-0.013	-0.385	-0.115	-0.073	-0.179	-0.046
D4c	0.403	0.422	-0.341	-0.259	0.153	0.04	-0.064	-0.087
D5c	0.364	0.507	-0.096	-0.219	-0.135	0.154	-0.006	0.022
D6c	0.541	0.162	-0.28	-0.302	-0.082	0.093	0.022	0.077
D7c	0.495	0.069	-0.232	-0.185	-0.173	0.061	0.191	0.072
D8c	0.421	0.359	0.007	0.171	0	0.131	0.271	-0.186
D9c	0.418	0.544	0.216	-0.08	0.088	-0.143	0.316	-0.031
D10c	0.623	0.032	0.213	0.019	0.023	-0.129	0.389	-0.077
F1c	0.385	0.308	-0.111	-0.257	-0.294	0.034	-0.084	-0.096
F2c	0.556	0.073	0.097	-0.272	0.004	-0.027	-0.178	-0.213
F3c	0.148	0.219	0.307	-0.043	0.322	-0.004	0.16	-0.283
F4c	0.252	0.403	-0.241	-0.313	0.236	-0.183	0.077	-0.232
F5c	0.311	0.087	-0.199	-0.402	0.371	0.128	-0.012	0.012
F6c	0.388	0.349	-0.258	-0.108	-0.137	-0.189	-0.064	0.244
F8c	0.461	0.293	-0.222	-0.329	-0.175	0.14	0.231	0.16
F9c	0.468	0.18	-0.289	-0.222	0.015	-0.264	0.003	-0.032
G1c	0.61	-0.148	0.156	-0.486	0.059	-0.075	0.121	0.224
G2c	0.49	-0.202	0.166	-0.483	-0.003	0.033	0.235	0.374
G3c	0.696	-0.034	0.162	-0.298	-0.103	-0.107	0.197	-0.067
G4c	0.449	-0.333	0.236	-0.485	0.104	0.013	0.16	0.136
G5c	0.588	-0.056	-0.002	-0.237	-0.364	-0.016	0.015	-0.084
G6c	0.638	-0.11	0.164	0.063	-0.144	-0.182	0.191	0.186
G7c	0.614	0.06	-0.021	0.146	-0.375	-0.009	-0.108	-0.123
H1c	0.574	-0.048	0.08	-0.182	0.008	0.031	-0.054	0.08
H2c	0.017	-0.003	0.091	0.341	-0.131	-0.007	0.271	-0.224
H3c	0.493	-0.167	0.292	-0.003	0.128	-0.29	-0.336	0.242
I1c	0.405	-0.489	0.217	0.076	0.081	-0.391	-0.216	0.28
I2c	0.517	-0.576	0.236	0.013	-0.077	-0.243	-0.127	0.182
I3c	0.455	-0.516	0.11	0.03	-0.068	-0.398	-0.124	0.247
I4c	0.563	-0.318	-0.139	0.241	-0.317	-0.173	0.042	0.088
I5c	0.686	-0.267	-0.097	-0.018	-0.291	-0.214	-0.198	0.092
I6c	0.625	-0.57	0.087	0.065	0.001	-0.185	0.082	-0.07
I7c	0.723	-0.281	-0.032	0.14	-0.119	-0.175	0.019	-0.09
I8c	0.736	-0.208	-0.116	0.289	-0.064	-0.172	0.057	0.02
I9c	0.615	-0.098	-0.344	0.265	-0.167	0.01	-0.199	-0.095
I10c	0.755	-0.252	-0.051	0.054	-0.126	-0.003	-0.078	-0.118
I11c	0.524	0.15	-0.25	-0.117	0.27	-0.193	-0.032	0.057
I12c	0.535	0.322	-0.412	0.039	-0.042	-0.1	-0.171	0.153
I13c	0.443	0.28	-0.15	-0.21	0.336	-0.173	-0.166	-0.144
I14c	0.536	-0.313	0.099	0.106	-0.056	0.05	-0.101	-0.122
I15c	0.408	0.173	0.004	-0.028	0.2	-0.075	-0.187	0.273
I16c	0.65	-0.338	-0.087	-0.022	-0.027	0.032	-0.164	-0.247
I17c	0.5	0.139	-0.113	0.21	-0.241	0.304	-0.151	-0.291

I18c	0.546	0.179	-0.371	0.249	-0.024	-0.045	-0.201	-0.412
I19c	0.528	-0.152	0.01	-0.025	0.171	-0.083	-0.166	-0.365
I20c	0.67	-0.139	-0.332	0.066	0.139	-0.217	0.115	-0.125
I21c	0.637	0.121	-0.375	0.124	0.143	-0.06	0.055	-0.097
I22c	0.633	0.04	-0.397	0.125	-0.078	0.11	-0.147	-0.141
J1c	0.649	-0.011	-0.09	0.161	0.166	-0.232	0.085	-0.021
J2c	0.546	-0.046	-0.268	0.21	0.429	-0.137	0.177	-0.09
J3c	0.596	-0.165	-0.115	0.425	-0.028	-0.181	0.109	0.034
J4c	0.551	-0.108	-0.119	0.112	0.159	-0.147	0.192	0.017
J5c	0.575	-0.263	-0.112	0.096	0.286	0.139	0.166	0.033
J6c	0.553	-0.25	-0.061	0.055	-0.006	0.202	0.534	0.138
J7c	0.502	-0.068	-0.058	-0.231	0.166	0.29	0.212	0.046
J8c	0.366	-0.182	-0.105	0.118	0.287	0.483	-0.002	0.185
J9c	0.539	-0.087	0.044	0.17	0.334	0.391	-0.028	0.194
J10c	0.475	-0.165	0.081	0.259	0.055	0.434	-0.096	0.096
K1c	0.353	-0.025	0.054	-0.015	0.065	0.41	0.377	-0.011
K2c	0.511	-0.262	0.34	0.147	-0.126	0.388	-0.055	0.017
K3c	0.505	-0.371	0.22	0.196	0.08	0.081	-0.032	0.171
K4c	0.501	-0.14	-0.026	0.177	-0.191	0.21	-0.143	0.269
K5c	0.53	-0.375	0.331	-0.129	-0.037	0.353	-0.112	-0.127
K6c	0.6	0.046	-0.008	-0.006	-0.414	0.185	0.074	0.078
K7c	0.507	-0.222	0.285	-0.235	-0.272	0.376	-0.233	-0.04
K8c	0.537	-0.071	0.062	-0.114	-0.241	0.165	-0.208	-0.04
N1c	0.108	0.212	0.137	0.044	0.242	-0.104	0.083	0.226
N2c	0.252	0.134	-0.145	0.168	0.492	0.196	0.032	0.239
N3c	0.322	0.072	-0.045	0.103	0.3	0.272	0.027	0.321

Note: Extraction Method: Principal Component Analysis. [a]8 components extracted.

Table 5: ROTATED Component Matrix

	Component							
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**
A1c	-0.087	0.071	0.603	0.099	0.04	0.074	0.124	0.127
A2c	0.041	0.021	0.636	-0.011	-0.065	0.069	-0.083	0.021
A3c	0.011	-0.012	0.682	0.014	0.011	0.075	-0.07	0.057
A4c	-0.062	0.236	0.582	0.051	0.079	0.121	-0.113	-0.252
A5c	-0.013	0.13	0.727	-0.03	0.137	-0.012	0.226	-0.105
A6c	0.019	0.261	0.627	-0.038	-0.079	0.072	0.182	-0.155
A7c	0.271	-0.004	0.354	-0.027	0.332	0.36	0.029	0.109
A8c	0.14	0.266	0.137	-0.028	0.214	0.59	0.133	-0.039
A9c	0.003	0.042	0.117	0.043	0.074	0.247	0.012	-0.083
A10c	0.406	0.081	0.322	-0.193	0.268	0.339	0.013	-0.115
A11c	0.102	-0.029	0.231	-0.116	0.157	0.417	0.563	0.053
A12c	-0.152	-0.048	0.298	-0.566	0.095	0.279	0.118	0.237
A13c	0.242	0.187	0.102	-0.109	-0.102	0.462	0.209	0.222
A14c	0.089	-0.175	0.009	0.023	0.339	0.641	0.241	0.132
A15c	-0.054	0.165	0.71	0.034	-0.028	0.231	0.138	-0.115
A16c	0.082	0.036	0.47	0.15	-0.201	0.368	-0.017	-0.145
A17c	0.03	-0.038	0.527	0.028	-0.1	0.33	-0.056	-0.309
A18c	0.158	0.158	0.206	-0.208	-0.365	0.359	0.128	0.253
A19c	0.115	0.172	0.203	-0.05	0.308	0.294	0.433	0.057
A20c	-0.037	0.192	0.644	-0.079	0.116	-0.057	0.201	-0.031
A21c	0.173	0.049	0.234	0.055	0.048	-0.046	0.657	-0.014

A22c	-0.071	0.336	0.244	0	0.104	0.058	0.432	0.212
A23c	-0.209	0.243	0.329	0.176	-0.025	0.14	0.434	0.165
A24c	-0.183	0.009	0.318	-0.553	0.107	0.254	0.115	0.198
A25c	0.213	0.079	0.01	0.302	0.094	0.103	0.629	-0.138
A26c	0.143	-0.151	-0.101	0.28	0.03	0.202	0.651	-0.026
D1c	-0.081	0.778	0.193	-0.053	0.164	0.021	-0.135	0.057
D2c	-0.196	0.385	0.128	-0.093	0.51	0.099	0.215	0.119
D3c	0.114	0.714	0.221	-0.147	0.217	0.104	0.237	0.056
D4c	-0.012	0.681	0.114	0.163	-0.054	0.041	0.182	-0.14
D5c	-0.063	0.575	0.31	0.036	0.195	0.136	0.009	-0.026
D6c	0.222	0.631	0.048	0.192	0.142	0.014	-0.048	0.033
D7c	0.287	0.482	0.041	0.169	0.102	0.12	-0.205	0.04
D8c	0.109	0.252	0.288	0.175	0.036	0.481	0.006	-0.197
D9c	0.046	0.392	0.367	-0.027	-0.092	0.547	0.157	0.172
D10c	0.454	0.202	0.081	0.11	0.011	0.561	0.048	0.164
F1c	0.107	0.547	0.136	-0.135	0.254	0.076	-0.033	-0.086
F2c	0.284	0.423	-0.071	-0.041	0.274	0.165	0.326	-0.004
F3c	-0.105	0.048	-0.002	0.038	-0.043	0.478	0.359	0.03
F4c	-0.073	0.601	-0.026	-0.017	-0.258	0.195	0.228	-0.08
F5c	-0.044	0.487	-0.177	0.336	-0.024	0.001	0.249	0.121
F6c	0.22	0.525	0.346	-0.03	-0.076	-0.116	-0.036	0.06
F8c	0.093	0.643	0.153	0.174	0.131	0.145	-0.227	0.141
F9c	0.302	0.575	0.026	-0.018	-0.154	0.028	0.086	-0.013
G1c	0.39	0.429	-0.153	0.142	0.19	0.141	0.117	0.529
G2c	0.305	0.334	-0.138	0.214	0.218	0.111	-0.067	0.636
G3c	0.472	0.429	-0.078	0.009	0.211	0.381	0.068	0.241
G4c	0.305	0.23	-0.343	0.167	0.23	0.167	0.099	0.526
G5c	0.449	0.42	-0.05	-0.089	0.349	0.154	-0.099	0.034
G6c	0.623	0.14	0.166	0.068	0.098	0.245	-0.038	0.253
G7c	0.523	0.263	0.219	-0.067	0.319	0.137	-0.031	-0.228
H1c	0.371	0.312	0.012	0.15	0.243	0.09	0.163	0.174
H2c	0.108	-0.223	0.082	-0.038	-0.047	0.347	-0.162	-0.218
H3c	0.534	0.015	0.117	-0.031	0.12	-0.127	0.446	0.313
I1c	0.692	-0.18	-0.072	-0.019	0.002	-0.192	0.262	0.344
I2c	0.755	-0.129	-0.171	0.01	0.198	-0.074	0.129	0.305
I3c	0.758	-0.081	-0.119	-0.051	0.016	-0.166	0.093	0.304
I4c	0.755	0.057	0.059	0.051	0.089	-0.006	-0.208	-0.072
I5c	0.765	0.275	0.006	-0.041	0.223	-0.127	0.007	0.023
I6c	0.786	-0.037	-0.289	0.142	0.099	0.161	0.08	0.094
I7c	0.77	0.156	-0.038	0.092	0.112	0.163	0.055	-0.074
I8c	0.785	0.134	0.115	0.203	0.004	0.133	0.022	-0.105
I9c	0.601	0.25	0.117	0.18	0.132	-0.094	0.004	-0.397
I10c	0.69	0.239	-0.063	0.16	0.273	0.119	0.092	-0.12
I11c	0.314	0.481	0.075	0.207	-0.203	0.012	0.258	0.028
I12c	0.328	0.555	0.357	0.141	-0.071	-0.162	0.059	-0.166
I13c	0.136	0.519	0.028	0.081	-0.14	0.065	0.458	-0.058
I14c	0.536	0.005	-0.102	0.14	0.287	0.109	0.139	-0.08
I15c	0.221	0.259	0.274	0.176	-0.001	-0.102	0.298	0.176
I16c	0.596	0.213	-0.248	0.162	0.27	0.061	0.183	-0.192
I17c	0.266	0.235	0.182	0.133	0.395	0.159	0.021	-0.475
I18c	0.394	0.374	0.118	0.074	-0.005	0.09	0.193	-0.619

I19c	0.418	0.197	-0.212	0.07	0.104	0.172	0.393	-0.203
I20c	0.621	0.363	-0.092	0.247	-0.199	0.138	0.089	-0.158
I21c	0.437	0.441	0.12	0.31	-0.147	0.125	0.107	-0.261
I22c	0.451	0.422	0.096	0.261	0.133	-0.024	0.038	-0.397
J1c	0.573	0.238	0.116	0.197	-0.155	0.205	0.199	-0.038
J2c	0.44	0.207	-0.003	0.431	-0.345	0.21	0.228	-0.15
J3c	0.7	0.002	0.188	0.208	-0.101	0.145	-0.013	-0.149
J4c	0.501	0.186	0.016	0.267	-0.154	0.2	0.071	0.016
J5c	0.447	0.112	-0.105	0.537	0.007	0.169	0.106	0.014
J6c	0.438	0.12	-0.053	0.499	0.066	0.373	-0.304	0.165
J7c	0.174	0.341	-0.121	0.454	0.183	0.22	0.021	0.148
J8c	0.145	0.013	0.014	0.684	0.211	-0.034	0.082	-0.008
J9c	0.263	0.037	0.149	0.65	0.223	0.078	0.241	0.051
J10c	0.308	-0.076	0.143	0.486	0.398	0.052	0.096	-0.09
K1c	0.066	0.114	-0.013	0.452	0.215	0.392	-0.136	0.056
K2c	0.382	-0.134	0.05	0.283	0.586	0.199	0.072	0.039
K3c	0.54	-0.17	0.019	0.309	0.234	0.066	0.145	0.161
K4c	0.448	0.063	0.231	0.275	0.349	-0.124	-0.067	0.01
K5c	0.359	-0.002	-0.239	0.235	0.616	0.19	0.195	0.087
K6c	0.414	0.321	0.213	0.095	0.416	0.162	-0.226	-0.012
K7c	0.291	0.152	-0.11	0.085	0.752	0.055	0.09	0.094
K8c	0.366	0.269	0.022	0.044	0.475	0.016	0.072	-0.036
N1c	-0.006	0.034	0.257	0.11	-0.167	0.098	0.178	0.237
N2c	0.014	0.087	0.22	0.574	-0.166	-0.012	0.233	0.032
N3c	0.082	0.091	0.237	0.531	0.042	-0.017	0.125	0.134

Note: Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization [a]. [a]Rotation converged in 12 iterations.

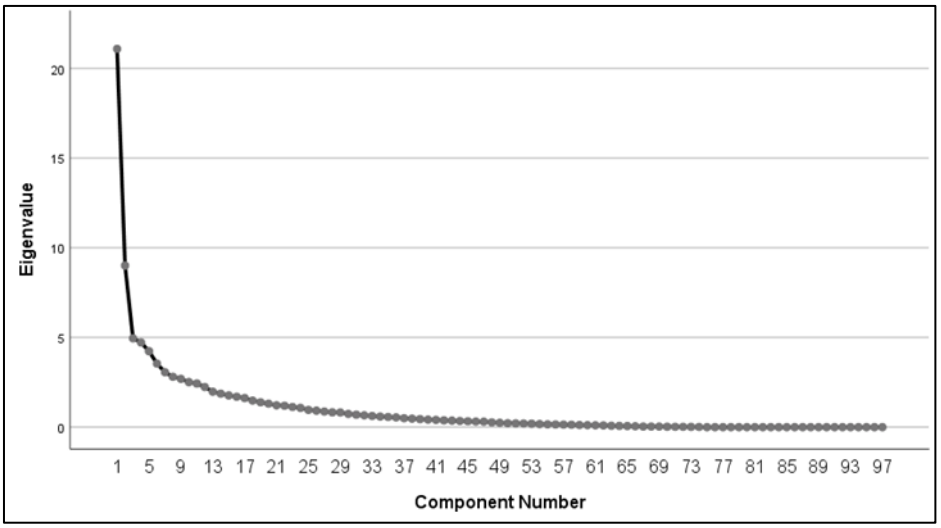

Figure1: Scree Plot

Discussion

For Model-1

From table 6, it can be seen that, the goodness of fit indices for Model-1 suggest that the model exhibits a moderate fit with some areas for potential improvement. The Chi-square statistic (CMIN) is 584.449, which is typical for large sample sizes, and the ratio of Chi-square to degrees of freedom (Chi-square/df) is 3.871, which falls within the acceptable range of 1 to 5. This indicates that the model performs reasonably well in terms of overall fit.

Looking at additional indices, the Goodness of Fit Index (GFI) is 0.798, and the Adjusted Goodness of Fit Index (AGFI) is 0.746. While these values are slightly below ideal ranges (0.90 and 0.85,

respectively), they suggest that the model captures a substantial portion of the data structure. The Root Mean Square Residual (RMSR) is 0.148, and the Root Mean Square Error of Approximation (RMSEA) is 0.098. These values, though somewhat above the ideal benchmarks, indicate that the model can still be considered reasonable and can provide meaningful insights.

In terms of comparative fit, the Comparative Fit Index (CFI) is 0.765, the Tucker-Lewis Index (TLI) is 0.734, and the Normed Fit Index (NFI) is 0.710. These values suggest that there is room for further refinement, but the model still captures relevant relationships within the data.

Table 6: Goodness of Fit Indices for Model-1

Goodness of Fit Index	Value	Acceptable Fit
Chi-square (X^2) = CMIN	584.449	
Degree of Freedom	151	
Chi-square/df	3.871	1-5
GFI	0.798	0.90 < GFI < 0.95
AGFI	0.746	0.85 < AGFI < 0.90
RMSR	0.148	0.05 < RMSR < 0.08
RMSEA	0.098	
CFI	0.765	0.95 < CFI < 0.97
NNFI=TLI	0.734	0.95 < TLI < 0.97
NFI	0.710	0.95 < NFI < 0.97

For Model-2

From Table 7, it can be seen that the goodness of fit indices used to assess the model fit in this research all fall within acceptable ranges, demonstrating the model's suitability. Notably, the NNFI and NFI values, falling between 0.95 and 0.97, indicate an excellent fit, while values equal to or greater than 0.90 still signify a good fit. These indices, including GFI, AGFI, RMSR, RMSERA, CFI, TLI, and NFI, collectively evaluate the model's goodness of fit.

The Chi-square test, which measures the disparity between observed and estimated data, should ideally be close to 0. However, in cases where the sample size is substantial, the ratio of Chi-square to degrees of freedom becomes an important criterion. A ratio of X2/sd equal to or less than five suggests a strong fit between the model and the data. In our research, this ratio was calculated to be 584.449 and 658.736, indicating a highly favorable fit between the model and the data.

Tables 8 and 9 provide an overview of the T-values, regression coefficients, and reliability coefficients of the variables used in this study. These standardized regression coefficients, presented alongside non-standardized estimated values, exhibit statistical significance at the 0.01 level. In assessing the structural reliability and variance ratios of the scales employed in the research, it is evident that these metrics comfortably exceed the required thresholds. This affirms the validity and reliability of the scales utilized in our study, underscoring the soundness of the research findings.

Table 7: Goodness of Fit Indices for Model-2

Goodness of Fit Index	Value	Acceptable Fit
Chi-square (X^2) = CMIN	658.736	
Degree of Freedom	206	
Chi-square/df	3.198	1-5
GFI	0.803	0.90 < GFI < 0.95
AGFI	0.758	0.85 < AGFI < 0.90
RMSR	0.148	0.05 < RMSR < 0.08
RMSEA	0.086	
CFI	0.759	0.95 < CFI < 0.97
NNFI=TLI	0.770	0.95 < TLI < 0.97
NFI	0.730	0.95 < NFI < 0.97

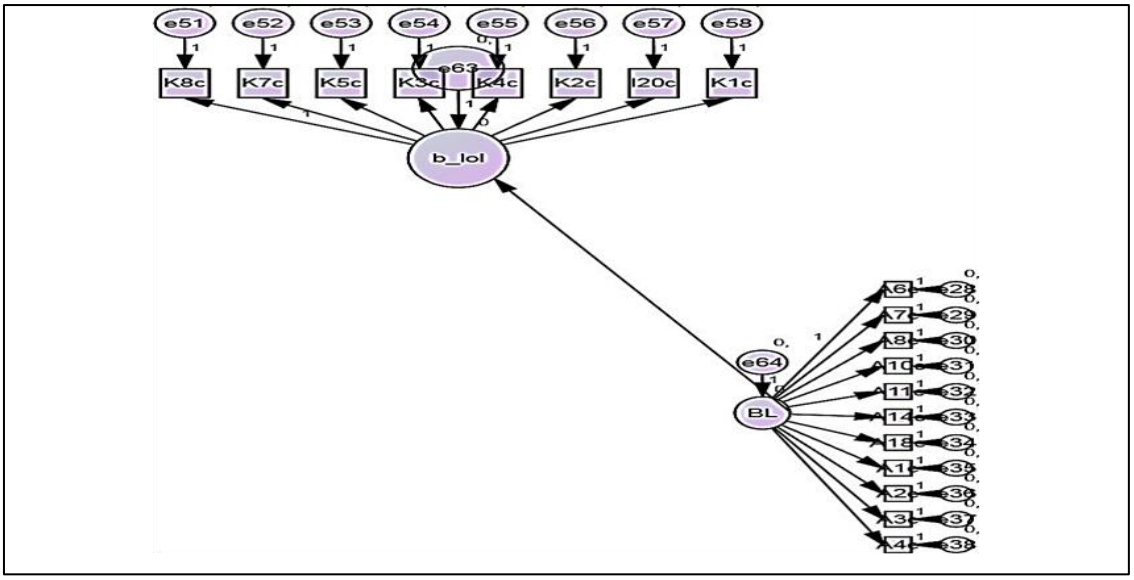

Figure 2: For SEM Diagram for Model-1

The analysis of the Table 6 and Figure 2 highlights a significant relationship between Brand Love and Brand Loyalty in this research. Brand Love exerts a direct impact, with a standardized coefficient of 0.339, signifying a positive and substantial association between these two variables. In practical terms, for every one-unit increase in Brand Love, there is an anticipated increase of 0.339 units in Brand Loyalty, demonstrating the influence of emotional attachment on consumer loyalty. From Table 8, it is seen that the assessment does not indicate any indirect impact, denoted by "¬ _," suggesting that this specific model does not consider such relationships. The total impact remains consistent at 0.339, reaffirming that the direct impact accounts for the entirety of the relationship within this context. This standardized regression coefficient (S.R. Coefficient) of 0.339 underscores the strength of the relationship between Brand Love and Brand Loyalty, considering other variables within the model.

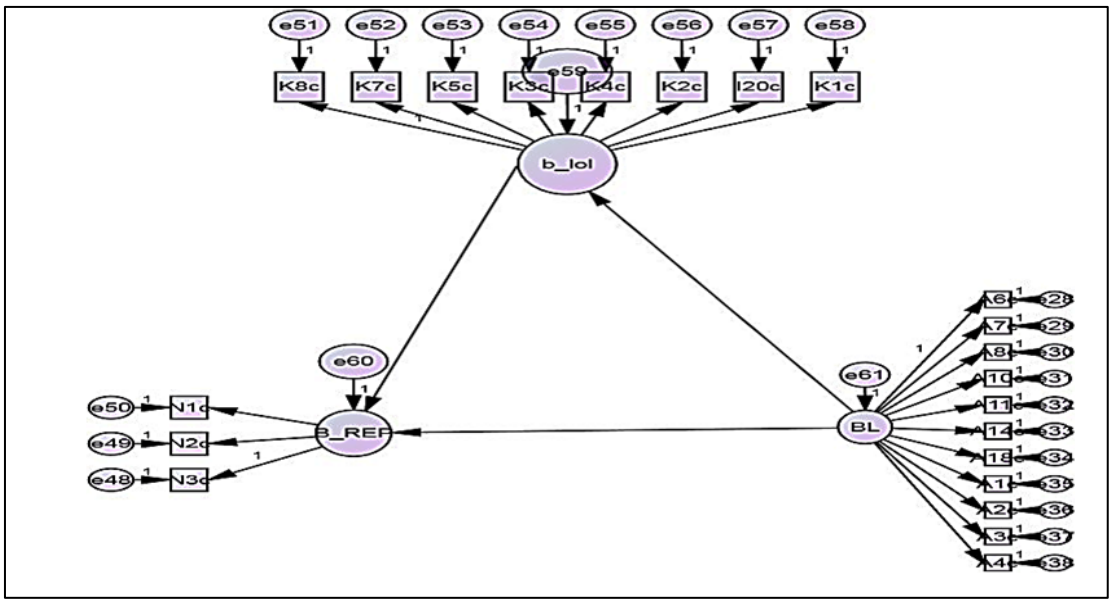

Figure 3: For SEM Diagram for Model-2

The examination of the Table 7 and Figure 3 provides valuable insights into the relationships associated with Brand Love in this study. The data demonstrates a direct, positive, and substantial impact of Brand Love on both Brand Loyalty and Repurchase Intention. Specifically, for every one-unit increase in Brand Love, there is an expected increase of 0.339 units in Brand Loyalty, illustrating the significant influence of emotional attachment on consumer loyalty. Table 8,

Furthermore, the relationship between Brand Love and Repurchase Intention also showcases a direct and positive connection, with a standardized impact of 0.157. This implies that as Brand Love increases by one unit, there is an anticipated increase of 0.157 units in Repurchase Intention. Importantly, there is evidence of an indirect impact on the relationship between Brand Love and Repurchase Intention, indicated by an indirect impact value of 0.116. The total impact, considering both direct and indirect influences, is calculated at 0.273. These standardized regression coefficients (S.R. Coefficients) of 0.339 and 0.081 emphasize the strength of these direct relationships after accounting for other variables. The t-values and p-values confirm the statistical significance of these relationships. This analysis highlights the importance of Brand Love in influencing both consumer loyalty and repurchase intentions.

Table 8: Latent and Observed Variables for Brand Love, Brand Loyalty, and Re-Purchase Decision

Latent Variable	Observed Variable	Estimation	S.E.	T Value	Cronbach's Alpha
Brand love	I am passionate about this brand	1.107	0.135	8.201	0.839
	This brand is totally awesome	1.029	0.130	7.940	
	This brand makes me very happy	1.084	0.132	8.222	
	This is a wonderful brand	0.778	0.113	6.866	
	This brand is a pure delight	0.884	0.198	7.217	
	I am very attached to this brand	1.000	0.176	7.554	
	Using this brand says something 'true' about who I am as a person	1.037	0.139	7.447	
	Using this brand says something 'deep' about who I am as a person	1.081	0.144	7.525	
	This brand is an important part of how I see myself	1.034	0.136	7.614	
	This brand makes me look like I want to look	0.963	0.129	7.444	
	This brand makes me feel like I want to feel	1.034	0.136	7.614	
	This brand contributes something towards making my life worth living	1.048	0.121	8.658	
	I find myself thinking about this brand	0.765	0.125	6.135	
	I desire to use this brand's product	1.175	0.125	9.428	
	I feel there is a natural "fit" between this brand and I	1.053	0.120	8.750	
	This brand is fun and exciting	1.053	0.120	8.750	
	I believe that I will be using this brand for a long time	1.309	0.126	10.348	
	I have interacted with this brand in the past	1.107	0.183	6.164	
	I have been involved with this brand in the past	1.167	0.187	5.938	
	I am willing to spend a lot of money improving and fine-tuning a product from this brand after I buy it	0.529	0.112	4.714	
	This brand seems to fit my own tastes perfectly	0.967	0.161	6.084	
Brand loyalty	I delay my shopping if I do not find this brand in the store I go and I wait until this brand is brought.	1.048	0.121	8.658	0.849

	When I go shopping, I don't even notice competing brands	1.271	0.130	9.756	
	I'll "do without" rather than buy another brand	1.175	0.125	9.428	
	I pay more attention to this brand than to other brands	1.053	0.120	8.750	
	I am more interested in this particular brand than in other brands	1.309	0.126	10.348	
	It is very important for me to buy this brand rather than another brand	1.540	0.194	7.923	
Re-Purchase Decision	I always buy the same brand because I really like it	1.121	0.113	9.886	0.806
	I intend to repurchase this brand in future	1.058	0.096	6.848	
	I plan to repurchase this brand in future	1.275	0.111	11.457	
	I consider this brand as my first choice	1.000	0.150	6.870	

From Table 8, the estimation, standard error (S.E.), and T values for each observed variable under brand love, brand loyalty, and re-purchase decision indicate the strength and significance of the relationship between these variables. For instance, the high T values for most of the brand love variables suggest a strong positive relationship with the latent variable of brand love. The Cronbach's Alpha values for brand love (0.839), brand loyalty (0.849), and re-purchase decision (0.806) indicate high internal consistency and reliability of the measures used in this study.

Estimated Values and Fit Criteria for the Model

The results obtained from the analysis reveal that the model's fit criteria fall within acceptable ranges (Table 6 and 7). The research findings indicate a direct and significant impact of brand love (β=0.339, p=000) on brand loyalty. This signifies that consumers' emotional attachment to a brand has a direct influence on their loyalty towards that brand. Furthermore, brand love (β=0.339, p=000) demonstrates a significant relationship with purchase behavior, indicating that it exerts a considerable influence on consumer purchasing decisions. Notably, there is no indirect impact of brand love on brand loyalty, but there is an indirect effect on brand love and re-purchase decisions (Table 9).

The t-values for these variables (Table 9), all exceeding 1.96 (either positively or negatively), emphasize the statistical significance of these impacts and provide strong evidence against the null hypothesis. Additionally, the p-values associated with both relationships are found to be highly significant. The p-value for the first relationship is 0.000, and for the second relationship, it is less than 0.5, thus substantiating the acceptance of both hypotheses derived from these findings:

H1: A significant relationship exists between Brand Love and Brand Loyalty.

H2: Brand love plays a crucial role in influencing consumer behavior and purchasing decisions, positively impacting consumers' willingness to pay a premium price for products or services when they have a strong emotional attachment to a brand.

Table 9: Standardized Impact Estimations

Relationships in the Model	Direct Impact	Indirect Impact	Total Impact	S.R. Coefficient	S.E.	T Value	P Value
Brand Love - Brand Loyalty	0.339	_	0.339	0.339	0.76	4.4	***
Brand Love - Re-Purchase Intention	0.157	0.116	0.273	0.081	0.081	2.1	0.029

Conclusion

The findings illustrate that brand love and brand loyalty are significantly positively correlated, signifying that deep emotional bonding has a central role in consumer-brand relationships. It confirms that consumers who are emotionally attached to a brand at high levels are more likely to be loyal and always use that brand over alternatives. The first hypothesis, which proposes that brand love is related to loyalty, is supported by the fact that nurturing brand love does seem to be tantamount to consumer commitment.

Further, the study revealed the role of brand love in having the consumer behavior of being ready to pay a premium price for the product or service of a beloved brand; that is, with a deep emotional attachment to the brand, consumers are further loyal and even willing to invest in the brand by sometimes even supporting it through premium pricing. These findings are supportive of the second hypothesis in that brand love translates into practical consequences for choice and economic results.

The demographic insights that come out of the study paint a very interesting profile of the target population: a high number of respondents were young adults aged between 18 and 28, suggesting that they form the core part of the customer base that loves brands. Another aspect is seen in the diversity in terms of education backgrounds; almost half of the respondents are graduates, which mirrors the wide range of the population that is represented in this study.

Exploratory factor analysis (EFA) conducted in this study reveals that brand love is a multidimensional phenomenon influenced by various factors including brand image, brand identity and word of mouth This general understanding of the theories that support brand love provides a solid foundation for future research and marketing strategies to be able to align their branding efforts with important product choices

Practical implications arising from these findings are numerous. Marketers and entrepreneurs can use this knowledge to their advantage by focusing on creating and nurturing emotional connections with their customers. By investing in brand love, they can predict increased brand loyalty and greater consumer willingness to pay premium prices for their product offerings. This can improve financial performance and create a more flexible brand in the marketplace.

To capitalize on these findings, companies can consider developing marketing strategies that emphasize brand values, storytelling, and community building. It can be a successful way to create experiences that touch customers' emotions and encourage them to engage with the brand. Additionally, word of mouth marketing and promoting a positive brand image can help reinforce perceptions that contribute to brand love.

By identifying the demographics of their brand-loving audience, companies can further align their marketing efforts to connect with younger generations and higher education. If they hear small, multi-faceted brands of love, it can be a lot of repair plans. In conclusion, these findings pave the way for brands to grow in their markets and, in the process, develop deeper and more lasting relationships with their customers.

Abbreviations

KMO: Kaiser-Meyer-Olkin, EFA: Explorative Factor Analysis, GFI: Goodness of Fit Index, AGFI: Adjusted Goodness of Fit Index, RMSR: Root Mean Square Residual, RMSEA: Root Mean Square Error of Approximation, CFI: Comparative Fit Index, TLI: Tucker-Lewis Index, NFI: Normed Fit Index, CMIN: Chi-square statistic, B_lol: Brand Loyalty, B_REP: Repurchase intention, BL: Brand Love.

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Author Contributions

Kaushik Handique contributed to the conception and design of the research. He was in charge of data collection, analysis, and interpretation. Furthermore, he was instrumental in drafting the manuscript and revising it critically for essential intellectual content. He has approved the final version of the manuscript and is accountable for all aspects of the work.

Dr. Samir Sarkar provided essential guidance and oversight throughout the research process. He also contributed to the conception and design of the research. He played a key role in revising the manuscript for intellectual content, ensuring its academic rigor and relevance. He also reviewed and approved the final version of the manuscript for submission and is responsible for the accuracy and integrity of the study.

Conflicts of Interest

The authors declare no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

Ethics Approval

All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards.

Patient Rights: Informed consent was obtained from all individual participants included in the study. The research adhered to the principles outlined in the Helsinki Declaration.

Animal Rights: Not applicable.

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