

## The role of brand love in mediating the effect of intensive distribution and social media promotion on brand loyalty and e-WOM

I Wayan Suartina<sup>a</sup>, I Gusti Ayu Wimba<sup>a</sup>, I Made Astrama<sup>a</sup>, Ni Luh Adisti Abiyoga Wulandari<sup>a</sup>, Putu Laksmita Dewi Rahmayanti<sup>a</sup>, Ni Nyoman Kerti Yasa<sup>b\*</sup> and I Ketut Sujana<sup>b</sup>

<sup>a</sup>Faculty of Economics, Business, and Tourism, Hindu University of Indonesia, Bali, Indonesia

<sup>b</sup>Faculty of Economics and Business, Udayana University, Bali, Indonesia

### CHRONICLE

### ABSTRACT

#### Article history:

Received: October 25, 2021

Received in revised format: November 20, 2021

Accepted: January 8, 2022

Available online: January 8 2022

#### Keywords:

Intensive distribution

Social media promotion

Brand love

Brand loyalty

e-WOM

This study aims to examine and explain the role of brand love in mediating the effect of intensive distribution and promotion of social media on brand loyalty and e-WOM. The population of this research are customers of minimarket franchise businesses in Bali. The sample size used was 200 people with purposive sampling method. The analytical technique used is Path Analysis using SEM-PLS. The results showed that the intensive distribution had a positive and significant effect on brand loyalty and brand love. Brand love is able to mediate the effect of intensive distribution on customer loyalty, brand and e-WOM and brand love are able to mediate the effect of social media promotion on brand loyalty and e-WOM. Therefore, it is important for the minimarket franchise business to pay more attention to intensive distribution and vigorously promote social media through various choices of the latest social media platforms.

© 2022 by the authors; licensee Growing Science, Canada.

## 1. Introduction

Brand loyalty is an attitude shown by customers to a particular brand even though in making a purchasing decision for a product, there is an offer from another brand (Akoglu & Ozbek, 2021; Santos & Schlesinger, 2021; Safeer et al., 2021; Nyamekye et al., 2021; Guan et al., 2021). Brand loyalty is very important for companies because with high brand loyalty, it means that the level of consumer loyalty to the brand is very high and has an impact on increasing product sales and ultimately improving company performance. Therefore, every company strives to continue to increase loyalty to its brand. One of the businesses, namely the minimarket franchise business in Bali, even though there is still a COVID-19 pandemic, the phenomenon is always making a lot of efforts to increase its brand loyalty. Many previous researchers have conducted research on brand loyalty, including: Amoako et al. (2021); Amegbe et al. (2021); and Kwon et al. (2021). In addition to brand loyalty, the minimarket franchise business in Bali also hopes that communication about the minimarket franchise brand will be positive. Today's word of mouth communication through electronic media is important and gets attention because this positive information can increase consumer intention to buy the product and have an impact on sales turnover. Marketing communication through online media is known as e-WOM. A positive E-WOM can also indicate that the company's marketing performance is improving. So, brand loyalty and e-WOM are marketing performances to be achieved by companies including companies engaged in the minimarket franchise business in Bali. The results of previous studies indicate that brand loyalty and e-WOM can be built through increased distribution intensive, and there are other researchers who state that brand loyalty and e-WOM can be increased by promoting social media; and there are other researchers who state that brand loyalty and e-WOM

\* Corresponding author.

E-mail address: [kertiyasa@unud.ac.id](mailto:kertiyasa@unud.ac.id) (N.N. K. Yasa)

© 2022 by the authors; licensee Growing Science, Canada.

doi: 10.5267/ij.ijdns.2022.1.004

can be built through consumer satisfaction (Ong et al., 2017; Espinosa et al., 2018; Kataria and Saini, 2020), through brand image (Soni, 2021) and through brand love (Le, 2021; Ghorbanzadeh & Rahegh, 2021). Among the determinants of brand loyalty, according to the results of a preliminary survey conducted on 30 minimarket franchise business customers in Bali, it was shown that the intensive distribution variable greatly determines brand loyalty and e-WOM. When viewed from previous research, there have been several researchers including: examining the effect of intensive distribution on brand loyalty, (Yo et al., 2000; Al-Dmour et al., 2013; Effany et al., 2018). The results of research by Langga et al. (2021) showed that intensive distribution had a positive and significant effect on brand loyalty. Similar results were also shown by the results of previous studies, namely Amini et al. (2012), that the higher the intensive distribution, the brand loyalty will increase, but there are still researchers who show the opposite result, namely the intensive distribution has no significant effect on brand loyalty (Kazemi et al., 2013). From the research results of several researchers, it can be said that there is still a research gap regarding the effect of intensive distribution on brand loyalty. Likewise, intensive distribution is able to build positive e-WOM (Langga et al., 2021), but there are also other researchers, namely Kim and Hyun (2011), who state that intensive distribution is not able to build positive WOM.

In addition to intensive distribution, there are other variables that determine brand loyalty and e-WOM, namely social media promotion. Social media promotion has indeed become a trend of promotional media used today because of its relatively low costs and it is able to reach wider market share (Sheng et al., 2020). Social media promotion used by companies is indeed able to improve business performance (Yasa et al., 2020; Yasa et al., 2021); increase brand loyalty (Ismail, 2017; Kwon et al., 2021) and e-WOM (Bu et al., 2021). Research conducted by Machado et al. (2020) and Hazzam (2021) also found consistent results, namely through social media promotions, such as using the Instagram or Facebook platforms to increase brand loyalty; Likewise, there are those who use Facebook to market their products so that brand loyalty also increases. In addition, social media promotion is also able to build positive e-WOM (Ramanathan et al., 2017). Of the previous studies on the effect of social media promotion on brand loyalty and e-WOM, there are still some that show that social media promotion is not able to increase brand loyalty (Huang et al., 2014) and increase positive e-WOM (Kazemi et al., 2013). Because of the four research gaps, it is necessary to add a mediating variable brand love. The reason for using brand love as a mediating variable is because: if intensive distribution is carried out and increased by businesspeople, it can increase brand love. Consumers feel increasingly happy with the brand because they feel that they get a lot of convenience to buy the product. This is revealed in the results of research from Dornyei (2020), which states that intensive distribution can increase brand love. Likewise, by promoting social media, consumers get a lot of information they need before making a buying decision. This also makes his heart even more in love with the brand. Results like this were revealed in research conducted by Kim and Kim (2018); Raji et al. (2019); Amaro et al. (2020); and Hamzah et al. (2021), which states that social media promotion can increase brand love. Furthermore, brand love makes consumers loyal to the company's brand. (Huang, 2017; Fernandes & Inverneiro, 2021; Santos & Schlesinger, 2021) and increasing brand love can build positive e-WOM (Loureiro et al. (2017). The more love for one brand makes customers more loyal and e-WOM is more positive. Based on the background of the existing problems, this study develops a new conceptual model based on existing gap research by adding a mediating variable brand love, so the purpose of this study is to examine and explain the role of brand love in mediating the effect of intensive distribution and social media promotion on brand loyalty and e-WOM.

## **2. Literature review**

### *2.1 Intensive Distribution*

Intensive distribution is a company's way to make it easy for consumers to get the products they buy. Intensive distribution reflects the company's marketing strategy that leads to using an intensive distribution strategy, namely, to create as many distribution sites as possible (Yu et al., 2014; Abushaikha, 2018; Lin et al., 2020). Intensive distribution measurement refers to the measurements made by Langga et al. (2021), where the distribution of these products is spread everywhere, easy to obtain, spreads to the outskirts of the city, and provides services that do not know time.

### *2.2 Social Media Promotion*

According to Yasa et al. (2020), social media promotion is a promotion that is very widely adopted by companies today because this promotion requires low costs and can be adopted by all types of businesses from large-scale companies to small-scale companies. Social media promotions that are usually used can take the form or platform, including: Instagram, WhatsApp, and Facebook (Jose, 2018; Bellaaj, 2021). That is the social media platform that is usually adopted by businesses in the retail sector.

#### *2.2.1 Brand Love*

According to Khan et al. (2021) and Safeer et al. (2021a), brand love is indicated by the feelings of consumers who feel happy about a brand. The brand is already in his heart so that every time he makes a purchase, other brands are out of the question



the minimum targeted sample size of 100 respondents (5 × 20 indicators). A sample of 200 respondents, then analyzed using analytical tools, namely: Path Analysis with the SEM-PLS approach.

**Table 1**  
Instrument Validity and Reliability Test Results

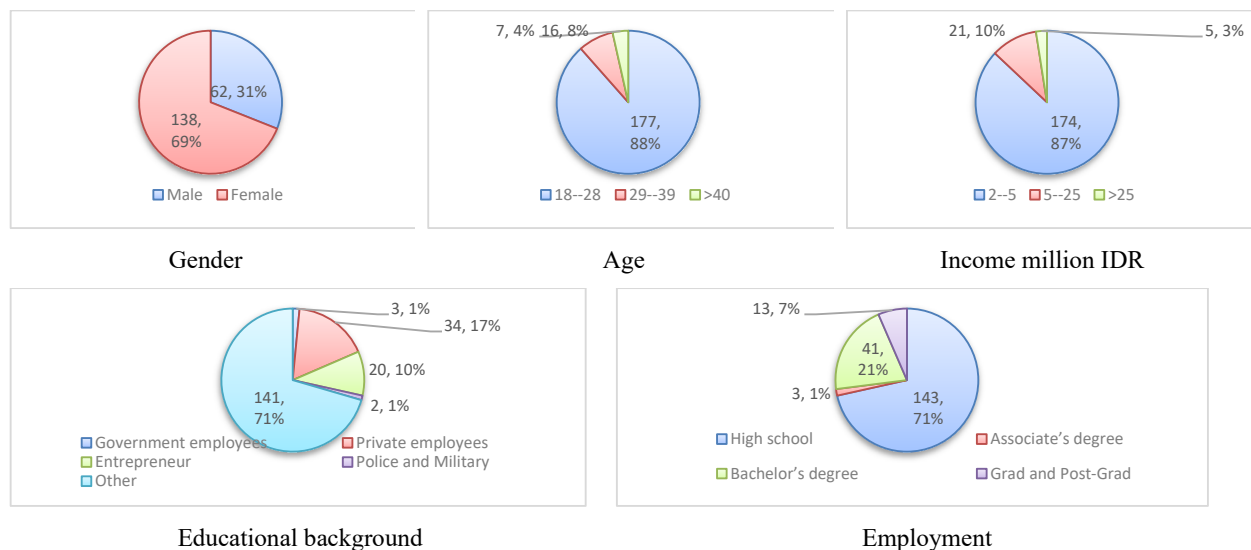
Variable	Item	r Correlation	Cronbach's Alpha α
Intensive Distribution (X1)	X1		0.885
Minimarket franchise business is easy for me to find	X1.1	0.800	
Minimarket franchise businesses are everywhere	X1.2	0.906	
Minimarket franchise businesses exist to the outskirts of the city	X1.3	0.796	
Minimarket franchise business operates longer	X1.4	0.942	
Social Media Promotion (X2)	X2		0.792
Minimarket franchise business using Instagram promotion	X2.1	0.853	
Minimarket franchise business using WhatsApp promotion	X2.2	0.848	
Minimarket franchise business using Facebook	X2.3	0.825	
Brand Love (Y1)	Y1		0.871
I feel happy shopping at a minimarket franchise business	Y2.1	0.772	
I am always comfortable when shopping at minimarket franchises	Y2.2	0.757	
I always make the minimarket franchise business brand my first choice	Y2.3	0.925	
I feel that the minimarket franchise brand has been planted in my heart	Y2.4	0.829	
I feel very dear to the minimarket franchise brand	Y2.5	0.801	
Brand Loyalty (Y2)	Y2		0.867
I still shop at the minimarket franchise, where is the front?	Y2.1	0.861	
I don't switch to another shopping place	Y2.2	0.781	
I will buy more at the convenience store franchise	Y2.3	0.884	
I will shop at minimarket franchises more often	Y2.4	0.785	
I make minimarket franchises my first choice for shopping	Y2.5	0.767	
e-WOM	Y3		0.914
Tell positive things about minimarket franchises	Y3.1	0.902	
Communicating the advantages of the minimarket franchise business brand	Y3.2	0.942	
Communicating about the benefits obtained from shopping at a minimarket franchise	Y3.3	0.932	

Source: processed data, 2021

**4. Research Results and Discussion**

*4.1 Characteristics of respondents*

Profiles of 200 respondents are presented in general with several characteristics including gender, age, last education, occupation and monthly income. The characteristics of the respondents in this study can be described as follows. There are more female respondents than male respondents, namely 138 women (69.0%) and 62 male respondents (31.0%). The age range of 18-28 years dominated filling out the questionnaire by 177 people (88.5%). Respondents with high school education dominate, as many as 143 people (71.5%). Respondents in this study were dominated by respondents with jobs as college students and students (other groups), as many as 141 people (70.5%). The grouping of respondents based on monthly income obtained data that the dominant respondents were those with income in the income range, Rp. 2 – 5 million, as many as 174 people (87.0%) of the total 200 respondents. Characteristics of respondents are presented in Fig. 2.



**Fig. 2.** Characteristics of Respondents

## 4.2 PLS SEM Analysis Results

This study uses a two-stage approach to measuring the model before it is used for hypothesis testing, aiming to verify the validity and reliability of a research model. First, by analyzing the convergent validity, then by analyzing the discriminant validity.

### Outer Model test

#### Convergent Validity

The outer model test is carried out to ensure the research indicators are suitable for use as their role in measuring research variables, so to see whether a model is valid to be the basis for research, there are three criteria that must be met, namely: (1) all loading indicators must be above 0.65 (2) Composite Reliability (CR) must be above 0.8, and (3) Average Variance Extracted (AVE) for each construct must exceed 0.5.

**Table 2**  
Model Size Results

Construct	Indicator	Outer Loading	Composite Reliability	Average Variance Extracted (AVE)	$\sqrt{\text{AVE}}$
Intensive Distribution (X1)	X1.1	0.864	0.932	0.774	0.879
	X1.2	0.862			
	X1.3	0.885			
	X1.4	0.908			
Social Media Promotion (X2)	X2.1	0.808	0.869	0.688	0.829
	X2.2	0.861			
	X2.3	0.819			
Brand Love (Y1)	Y1.1	0.830	0.929	0.725	0.851
	Y1.2	0.824			
	Y1.3	0.892			
	Y1.4	0.830			
	Y1.5	0.879			
Brand Loyalty (Y2)	Y2.1	0.898	0.956	0.813	0.901
	Y2.2	0.871			
	Y2.3	0.915			
	Y2.4	0.912			
	Y2.5	0.913			
e-WOM (Y3)	Y3.1	0.923	0.953	0.871	0.933
	Y3.2	0.936			
	Y3.3	0.941			

Source: Primary data processed, 2021

Based on Table 2, it shows that all outer loading indicators have values above 0.65 with a range between 0.808 to 0.941 meaning they are at the recommendation limit, then the Composite Reliability (CR) value is in the range between 0.869 to 0.956, all of which are above 0.8, meaning that all constructs formed has good consistency as a research model, the third is the Average Variance Extracted (AVE) value where all of them are valued above 0.5, namely with a range from 0.688 to 0.871 so that it can be concluded that the research model in this study has good validity.

### Discriminant Validity

To evaluate discriminant validity, a research model is suggested to ensure that the root value of the Average Variance Extracted ( $\sqrt{\text{AVE}}$ ) of a latent variable must be larger. Discriminant validity is considered good if the root value of AVE ( $\sqrt{\text{AVE}}$ ) in Table 3 is greater than 0.5. The research model proposed in this study can be considered good, where the smallest AVE value is 0.829

### Inner Model test

Structural models focus on hypothesized relationships or pathways between latent variables. The results of the inner model test can be seen in Fig. 2.

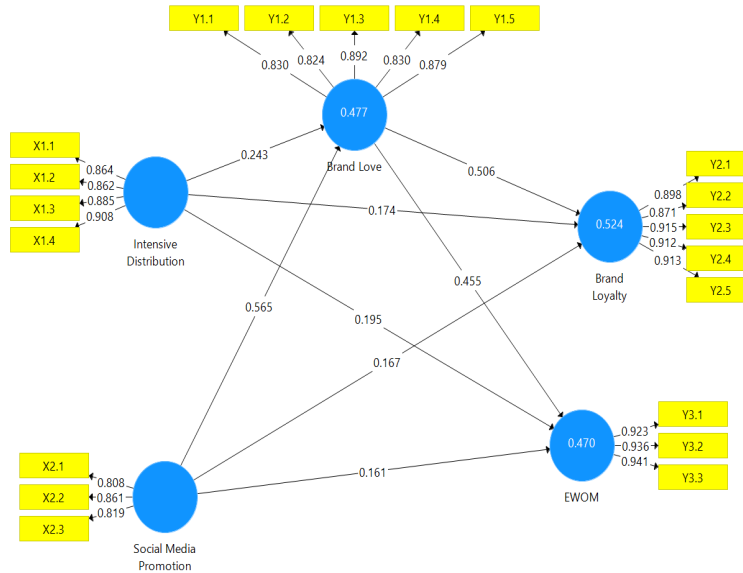
### Coefficient of Determination ( $R^2$ )

In this study, bootstrap will be carried out which will produce two measurements of the structural model, namely: the value of t (t-test) and  $R^2$  which will be interpreted the same as multiple regression analysis in general. The predictive power of a research model can be seen by looking at the  $R^2$  value generated by the bootstrapping process, in Table 4. The  $R^2$  value for each exogenous variable contained in the model will be presented.

**Table 4**  
Coefficient of Determination

Construct	R <sup>2</sup>
Brand love	0.477
Brand Loyalty	0.524
e-WOM	0.470

Note: only the endogenous (dependent) variable has a value of R2  
Source: Data processed, 2021



**Fig. 3.** Structural Model

The structural model was evaluated using R-square for the dependent construct and t-test and the significance of the coefficients of structural path parameters. Based on Table 3, it can be explained that the highest R<sup>2</sup> value is found in the brand loyalty variable of 0.524 which means that as much as 52.4% of the brand loyalty variable can be explained by the constructs contained in the model, namely intensive distribution, social media promotion, and brand love, while the lowest value is found the e-WOM variable with a value of 0.470 which means that 47.0% of the e-WOM variable can be explained by the constructs that affect these variables, namely intensive distribution, social media promotion, and brand love. From the examination of the R<sup>2</sup> value, it can be concluded that in general the predictive ability of this research model is quite good, seen from all variables that have an R2 value of almost and above 50%

*Hypothesis testing*

*Direct Effect Test*

The significance of the estimated parameters provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the output path coefficients which is presented in Table 4.

**Table 4**  
Path Coefficient

Hypotheses	Correlation between Variables	Path Coef.	t-statistic	p-values	Info.
H1	Intensive distribution → brand loyalty	0.174	2.808	0.005	Received
H2	Intensive distribution → e-WOM	0.195	2.765	0.006	Received
H3	Intensive distribution → brand love	0.243	2.469	0.014	Received
H4	Social media promotion → brand loyalty	0.167	2.132	0.033	Received
H5	Social media promotion → e-WOM	0.161	2.293	0.022	Received
H6	Social media promotion → brand love	0.565	8.634	0.000	Received
H7	Brand love → brand loyalty	0.506	6.371	0.000	Received
H8	Brand love → e-WOM	0.455	5.735	0.000	Received

Source: Data processed, 2021

Hypothesis testing is done by using t-statistics and looking at the p-value. If the p-value 0.05 then the hypothesis is accepted. Based on Table 5, it can be explained that the intensive distribution of brand loyalty has a t-statistic value of 2.808 with a p-

value of 0.005 0.05, so the hypothesis is accepted. This means that the higher the intensive distribution, the higher the brand loyalty to the minimarket franchise business brand in Bali. The intensive distribution of e-WOM has a t-statistic value of 2.765 with a p-value of 0.006 0.05, so the hypothesis is accepted. This means that the higher the intensive distribution, the higher the positive e-WOM. The intensive distribution of brand love has a t-statistic value of 2,469 with a p-value of 0.014 0.05, so the hypothesis is accepted. This means that the higher the intensive distribution, the higher the brand love for minimarket franchise brands in Bali. Furthermore, social media promotion also affects brand loyalty with a t-statistic value of 2.132 with a p-value of 0.033 0.05, so the hypothesis is accepted; Social media promotion also affects e-WOM with a t-statistic value of 2.293 with a p-value of 0.022 0.05, so the hypothesis is accepted. Likewise, social media promotion has an effect on brand love with a t-statistic value of 8.634 and with a p-value of 0.000 0.005, the hypothesis is accepted. Furthermore, brand love has an effect on brand loyalty with a t-statistic value of 6371 with a p-value of 0.000 0.05, then the hypothesis is also accepted. Brand love has an effect on e-WOM with a t-statistic value of 5.735 with a p-value of 0.000 <0.05, then the hypothesis is accepted

#### *Indirect Effect Test (Mediation Test)*

Test the mediating role of brand love on the effect of intensive distribution and social media promotion on brand loyalty and e-WOM by examining the indirect effects which are the output of Smart PLS as presented in Table 5. Based on Table 5, it can be explained that the t-statistic value is greater than the value of t-table ( $2.227 > 1.96$ ), then brand love significantly mediates the intensive distribution of brand loyalty. Likewise, it can be explained that the t-statistic value is greater than the t-table value ( $2.203 > 1.96$ ), then brand love significantly mediates the intensive distribution of e-WOM. Furthermore, brand love also significantly mediates the effect of social media promotion on brand loyalty with a t-table value of  $5.155 > 1.96$ ; and brand love significantly mediates the effect of social media promotion on e-WOM with a t-statistic value of  $4.662 > 1.96$ .

**Table 5**

#### Indirect Effects

Hypothesis	Correlation between Variables	Path Coef.	t-Statistic	p-Values	Info.
H9	Intensive distribution (X1) → Brand Love (Y1) → Brand Loyalty (Y2)	0.123	2.227	0,026	Received
H10	Intensive distribution (X1) → Brand Love (Y1) → e-WOM (Y3)	0.110	2.203	0.028	Received
H11	Social media promotion (X2) → Brand Love (Y1) → Brand Loyalty (Y2)	0.286	5.155	0.000	Received
H12	Social Media Promotion (X2) → Brand Love (Y1) → e-WOM (Y3)	0.257	4.662	0.000	Received

Source: Data processed, 2021

## 5. Discussion

### *Effect of Intensive Distribution on Brand Loyalty*

Based on the analysis of the effect of intensive distribution on brand loyalty, the beta coefficient value is 0.174 with a significance level of 0.005 0.05, which means  $H_0$  is rejected and  $H_1$  is accepted. These results mean, the intensive distribution variable has a positive and significant effect on brand loyalty. This means that, the higher the intensive distribution of the minimarket franchise business in Bali, which is shown by the easy to find minimarket franchise business, it is everywhere, reaches the outskirts of the city, the opening hours are longer, then it can increase brand loyalty.

The results of this study simultaneously strengthen the results of previous research conducted by Al-Dmour et al (2013), which states that intensive distribution has an important role in building brand loyalty. Similar results have also been obtained previously by Lin et al. (2020), which states that intensive distribution makes customers more loyal. The results of this study are also strengthened by the results of research from Langga et al. (2021), who found that the intensive distribution variable had a positive and significant effect on the brand loyalty variable. It can be concluded that intensive distribution has a positive and significant influence on brand loyalty of minimarket franchise businesses in Bali.

### *Effect of Intensive Distribution on e-WOM*

Based on the results of the analysis of the effect of intensive distribution on e-WOM, the beta coefficient value is 0.195 with a significance level of 0.006 0.05, which means  $H_0$  is rejected and  $H_1$  is accepted. These results mean that the intensive distribution variable has a positive and significant effect on e-WOM. So, the higher the intensive distribution, which is shown by the convenience of minimarket franchises, they are everywhere, even in the outskirts of the city, the opening hours are longer, the brand loyalty will increase.

The results of this study at the same time strengthen the results of previous studies conducted by Yu et al. (2014) which states that the intensive distribution variable has a positive and significant effect on e-WOM. The results of this study are strengthened by the research of Abushaikha (2018), which found the results of the intensive distribution variable having a positive and significant effect on e-WOM so that it can be concluded that the intensive distribution has a positive and significant effect on e-WOM, with the higher the intensive distribution, the e-WOM. Positive WOM about minimarket franchise businesses (such as Alfamart, Indomaret, and Circle K) in Bali is increasing.

### *Effect of Intensive Distribution on Brand Love*

Based on the analysis of the effect of intensive distribution on brand love, the beta coefficient value is 0.243 with a significance level of 0.014 < 0.05, which means  $H_0$  is rejected and  $H_1$  is accepted. These results mean, intensive distribution has a positive and significant effect on brand love. This means, the higher the intensive distribution indicated by the variable indicator, the minimarket franchise business is easy to find, everywhere, there are up to the outskirts of the city, the opening hours are longer, then it can increase customer brand love for minimarket franchise brands in Bali. The results of this study at the same time strengthen the results of previous research conducted by Amaro et al. (2020) regarding the role of intensive distribution in increasing brand love. These results are also strengthened by the results of research from Hamzah et al. (2021) found that intensive distribution had a positive and significant effect on brand love. It can be concluded that, to increase brand love for minimarket franchise brands in Bali, it is necessary to increase the distribution so that it is more intensive.

### *The Effect of Social Media Promotion on Brand Loyalty*

Based on the analysis of the effect of social media promotion on brand loyalty, the beta coefficient value is 0.167 with a significance level of 0.033 < 0.05, which means  $H_0$  is rejected and  $H_1$  is accepted. These results mean, social media promotion has a positive and significant effect on brand loyalty. This means that the higher the social media promotions carried out, which is indicated by the use of Instagram, WhatsApp, and Facebook social media, the higher the brand loyalty in the minimarket franchise business in Bali. The results of this study at the same time strengthen the results of previous research conducted by Huang (2017) about social media promotion being able to increase brand loyalty. Furthermore, Fernandes and Inverneiro (2021); and Santos and Schlesinger (2021), researching the effect of social media promotion on brand loyalty also found the same results, namely social media promotion had a positive and significant effect on brand loyalty. It can be concluded that social media promotion has a positive and significant influence on brand loyalty, this means that the higher the promotion of social media, the brand loyalty of minimarket franchise brands in Bali will increase.

### *Effect of Social Media Promotion on e-WOM*

Based on the analysis of the effect of social media promotion on e-WOM, the beta coefficient value is 0.161 with a significance level of 0.022 < 0.05, which means  $H_0$  is rejected and  $H_1$  is accepted. These results mean that social media promotion has a positive and significant effect on e-WOM. This means, the higher the promotion of social media, which is indicated by the use of social media Instagram, WhatsApp, and Facebook, the more positive e-WOM is about the minimarket franchise business in Bali. The results of this study at the same time strengthen the results of previous research conducted by Ramanathan et al. (2017), regarding the promotion of social media can increase positive e-WOM. Furthermore, Jose (2018); Bellaaj (2021), researching the effect of social media promotion on e-WOM also found the same results, namely social media promotion had a positive and significant effect on e-WOM. So it can be said that social media promotion has a positive and significant influence on e-WOM regarding minimarket franchise businesses in Bali.

### *The Effect of Social Media Promotion on Brand Love*

Based on the analysis of the effect of social media promotion on brand love, the beta coefficient value is 0.565 with a significance level of 0.000 < 0.05, which means  $H_0$  is rejected and  $H_1$  is accepted. These results mean that social media promotion has a positive and significant effect on brand love. This means, the higher the promotion of social media, which is indicated by the use of social media Instagram, WhatsApp, and Facebook, the higher the brand love for minimarket franchise brands in Bali. The results of this study at the same time strengthen the results of previous research conducted by Raji et al. (2019); and Amaro et al. (2020), about social media promotion that can increase brand love for a product. Furthermore, Hamzah et al. (2021), researching the effect of social media promotion on brand love also found the same results, namely social media promotion had a positive and significant effect on brand love. Therefore, it can be concluded that social media promotion has a positive and significant influence on brand love from minimarket franchise businesses (Alfamart, Indomaret, and Circle K) in Bali which is getting higher as well.

### *The Effect of Brand Love on Brand Loyalty*

Based on the analysis of the influence of brand love on brand loyalty, the beta coefficient value is 0.506 with a significance level of 0.000 < 0.05, which means  $H_0$  is rejected and  $H_1$  is accepted. These results mean that brand love has a positive and significant effect on brand loyalty. This means, the higher the brand love shown by feeling happy with the brand, feeling comfortable, and the brand is in the heart, being the first choice, really loving the brand, then being able to increase customer brand loyalty to keep shopping at minimarket franchise businesses in Bali. The results of this study simultaneously strengthen the results of previous research conducted by Huang (2017) about the effect of brand love on increasing brand loyalty. Furthermore, there are other researchers, namely, Fernandes and Inverneiro (2021) who study about brand love being able to make brand loyalty higher; and Santos and Schlesinger (2021), found that brand love has a positive effect on brand loyalty. So it can be said that brand love has a positive and significant effect on brand loyalty.



### *The Effect of Brand Love on e-WOM*

Based on the analysis of the influence of brand love on e-WOM, the beta coefficient value is 0.455 with a significance level of 0.000 0.05, which means  $H_0$  is rejected and  $H_1$  is accepted. These results mean that brand love has a positive and significant effect on e-WOM. This means, the higher the brand love, which is indicated by feeling happy with the brand, feeling comfortable, and the brand being in the heart, being the first choice, really loving the brand, then being able to increase positive e-WOM. The results of this study at the same time strengthen the results of previous research conducted by Loureiro et al. (2017), regarding the effect of brand love on increasing positive e-WOM. Furthermore, there are other researchers, namely Li et al. (2021) studied about brand love being able to make e-WOM more positive; and Mainolfi and Vergura (2021), found that brand love has a positive effect on e-WOM, so it can be said that brand love has a positive and significant effect on e-WOM regarding minimarket franchise businesses in Bali.

### *The Role of Brand Love in Mediating the Effect of Intensive Distribution on Brand Loyalty*

Based on the analysis of the influence of brand love mediating the effect of intensive distribution on brand loyalty, the beta coefficient value is 0.123 with a significance level of 0.026 0.05, which means  $H_0$  is rejected and  $H_1$  is accepted. These results mean that brand love can significantly mediate the effect of intensive distribution on brand loyalty. This means, with brand love, the effect of intensive distribution on brand loyalty is increasing.

### *The Role of Brand Love in Mediating the Effect of Intensive Distribution on e-WOM*

Based on the analysis of the influence of brand love mediating the effect of intensive distribution on e-WOM, the beta coefficient value is 0.110 with a significance level of 0.028 0.05, which means  $H_0$  is rejected and  $H_1$  is accepted. These results mean that brand love is able to partially and significantly mediate the effect of intensive distribution on e-WOM. This means, with brand love, the effect of intensive distribution on e-WOM is increasing.

### *The Role of Brand Love in Mediating the Effect of Social Media Promotion on Brand Loyalty*

Based on the analysis of the influence of brand love mediating the effect of social media promotion on brand loyalty, the beta coefficient value is 0.286 with a significance level of 0.000 0.05, which means  $H_0$  is rejected and  $H_1$  is accepted. These results mean that brand love is able to significantly mediate the effect of social media promotion on brand loyalty. This means, with brand love, the effect of social media promotion on brand loyalty is increasing.

### *The Role of Brand Love in Mediating the Effect of Social Media Promotion on e-WOM*

Based on the analysis of the influence of brand love mediating the effect of social media promotion on e-WOM, the beta coefficient value is 0.257 with a significance level of 0.000 0.05, which means  $H_0$  is rejected and  $H_1$  is accepted. These results mean that brand love is able to significantly mediate the effect of social media promotion on e-WOM. This means, with brand love, the influence of social media promotion on e-WOM is increasing.

## **6. Conclusions, Implications, and Limitations of the Research**

The conclusion from the results of this study is that brand love is able to act as a mediator on the effect of intensive distribution on brand loyalty; and mediating the effect of intensive distribution on e-WOM, as well as mediating the effect of social media promotion on brand loyalty; and mediating the effect of social media promotion on e-WOM.

This study develops an integrated model by linking several relationships between intensive distribution variables, social media promotion, brand love with brand loyalty and e-WOM. Likewise for minimarket franchise businesses, especially in Bali, to always increase their intensive distribution and always carry out social media promotions according to the development of existing social media platforms so that brand love, brand loyalty, and positive e-WOM are increasing.

This research was only conducted on people in Bali, where it turns out that the respondents are dominated by the millennial generation, so the results of the study cannot be generalized to other generations. In addition, the data were taken cross sectional, so that environmental changes occur all the time, so that in the future longitudinal research is needed. Likewise, the mediation variable only adds the brand love variable and in the future it can be added with other mediating variables such as: customer satisfaction, perceived benefits, and proximity to customers, as well as customer engagement.

## References

- Abushaikha, I. (2018). The influence of logistics clustering on distribution capabilities: a qualitative study. *International Journal of Retail & Distribution Management*, 46(6), 577-594.
- Akoglu, H.E. and Özbek, O. (2021). The effect of brand experiences on brand loyalty through perceived quality and brand trust: a study on sports consumers, *Asia Pacific Journal of Marketing and Logistics*, <https://doi.org/10.1108/APJML-05-2021-0333>
- Al-Dmour, H., Al-Zu'bi, M.F., & Dana, K. (2013). The effect of services marketing mix elements on customer-based brand equity: an empirical study on mobile telecom service recipients in Jordan. *International Journal of Business and Management*, 8(11), 13-26.
- Amaro, S., Barroco, C., & Antunes, J. (2020). Exploring the antecedents and outcomes of destination brand love. *Journal of Product & Brand Management*, 30(3), 433-448.
- Amegbe, H., Dzandu, M.D., & Hanu, C. (2021). The role of brand love on bank customers' perceptions of corporate social responsibility. *International Journal of Bank Marketing*, 39(1), 189-208.
- Amini, A., Mahdi, D., Minoo, & Zahra, A. (2012). Effectiveness of marketing strategies and corporate image on brand equity as a sustainable competitive advantage, *Interdisciplinary Journal of Contemporary Research in Business (IJCRB)*, 4(2), 192-205.
- Amoako, G.K., Doe, J.K., & Dzogbenuku, R.K. (2021). Perceived firm ethicality and brand loyalty: the mediating role of corporate social responsibility and perceived green marketing. *Society and Business Review*, 16(3), 398-419.
- Bairrada, C.M., Coelho, A., & Lizanets, V. (2019). The impact of brand personality on consumer behavior: the role of brand love. *Journal of Fashion Marketing and Management*, 23(1), 30-47.
- Bellaaj, M. (2021). Why and how do individual entrepreneurs use digital channels in an emerging market? Determinants of use and channel coordination. *International Journal of Emerging Markets*, <https://doi.org/10.1108/IJOEM-08-2020-0882>
- Bu, Y., Thaichon, P., & Parkinson, J. (2021). Igniting the Flame with Electronic Word-of-mouth in Digital Marketing, Thaichon, P. and Ratten, V. (Ed.) *Developing Digital Marketing*, Emerald Publishing Limited, Bingley, pp. 181-190.
- Coelho, A., Bairrada, C., & Peres, F. (2019). Brand communities' relational outcomes, through brand love. *Journal of Product & Brand Management*, 28(2), 154-165.
- Dörnyei, K.R. (2020). Limited edition packaging: objectives, implementations and related marketing mix decisions of a scarcity product tactic. *Journal of Consumer Marketing*, 37(6), 617-627.
- Efanny, W., Haryanto, J., Kashif, M., & Widyanto, H.A. (2018). The relationship between marketing mix and retailer-perceived brand equity. *IMP Journal*, 12(1), 192-208.
- Espinosa, J.A., Ortinau, D.J., Krey, N., & Monahan, L. (2018). I'll have the usual: how restaurant brand image, loyalty, and satisfaction keep customers coming back. *Journal of Product & Brand Management*, 27(6), 599-614.
- Fernandes, T., & Inverneiro, I. (2021). From fandom to fad: are millennials really engaged with and loyal to their loved brands on social media?. *Journal of Product & Brand Management*, 30(2), 320-334.
- Ghorbanzadeh, D., & Rahehagh, A. (2021). Emotional brand attachment and brand love: the emotional bridges in the process of transition from satisfaction to loyalty. *Rajagiri Management Journal*, 15(1), 16-38.
- Guan, J., Wang, W., Guo, Z., Chan, J.H., & Qi, X. (2021). Customer experience and brand loyalty in the full-service hotel sector: the role of brand affect. *International Journal of Contemporary Hospitality Management*, 33(5), 1620-1645.
- Hamzah, Z.L., Abdul Wahab, H., & Waqas, M. (2021). Unveiling drivers and brand relationship implications of consumer engagement with social media brand posts. *Journal of Research in Interactive Marketing*, 15(2), 336-358.
- Hazzam, J. (2021). The moderating role of age on social media marketing activities and customer brand engagement on Instagram social network, Young Consumers, <https://doi.org/10.1108/YC-03-2021-1296>
- Huang, C.C., Yen, S.W., Liu, C.Y., & Chang, T.P. (2014). The relationship among brand equity, customer satisfaction, and brand resonance to repurchase intention of cultural and creative industries in Taiwan. *The International Journal of Organizational Innovation*, 6(3), 106-120.
- Huang, C.-C. (2017). The impacts of brand experiences on brand loyalty: mediators of brand love and trust. *Management Decision*, 55(5), 915-934.
- Ismail, A.R. (2017). The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. *Asia Pacific Journal of Marketing and Logistics*, 29(1), 129-144.
- Jose, S. (2018). Strategic use of digital promotion strategies among female emigrant entrepreneurs in UAE, *International Journal of Emerging Markets*, 13(6), 1699-1718.
- Kataria, S., & Saini, V. (2020). The mediating impact of customer satisfaction in relation of brand equity and brand loyalty: An empirical synthesis and re-examination. *South Asian Journal of Business Studies*, 9(1), 62-87.
- Khan, A., Mohammad, A.S., & Muhammad, S. (2021). An integrated model of brand experience and brand love for halal brands: survey of halal fast food consumers in Malaysia. *Journal of Islamic Marketing*, 12(8), 1492-1520.
- Kazemi, A., Abadi, H.R.D., & Kabiry, N. (2013). Analyzing the effect of customer equity on repurchase intentions. *International Journal of Academic Research in Business and Social Sciences*, 3(6), 78-92.
- Kim, J.H., & Yong, J.H. (2011). A model to investigate the influence of marketing-mix efforts and corporate image on brand equity in the it software sector. *Industrial Marketing Management*, 40, 424-438.
- Kim, M.-S., & Kim, J. (2018). Linking marketing mix elements to passion-driven behavior toward a brand: Evidence from the foodservice industry. *International Journal of Contemporary Hospitality Management*, 30(10), 3040-3058.

- Kim, S.-H., & Lee, S.A. (2020). The role of marketing communication mix on Korean customers' coffee shop brand evaluations, *Journal of Hospitality and Tourism Insights*, 3(3), 291-309.
- Kwon, J.-H., Jung, S.-H., Choi, H.-J., & Kim, J. (2021). Antecedent factors that affect restaurant brand trust and brand loyalty: focusing on US and Korean consumers. *Journal of Product & Brand Management*, 30(7), 990-1015.
- Langga, A., Kusumawati, A., & Alhabsji, T. (2021). Intensive distribution and sales promotion for improving customer-based brand equity (CBBE), re-purchase intention and word-of-mouth (WOM). *Journal of Economic and Administrative Sciences*, 37(4), 577-595.
- Le, M.T.H. (2021). The impact of brand love on brand loyalty: the moderating role of self-esteem, and social influences. *Spanish Journal of Marketing - ESIC*, 25(1), 156-180.
- Li, Y.-H., Zheng, J., Yue, S.-T., & Fan, Z.-P. (2021). Capturing and analyzing e-WOM for travel products: a method based on sentiment analysis and stochastic dominance, *Kybernetes*, <https://doi.org/10.1108/K-02-2021-0146>
- Lin, P.-C., Lin, C.-J., Shen, C.-W., & Wang, J. (2020). The revenue and logistics costs of convenience store chains in Taiwan. *International Journal of Retail & Distribution Management*, 48(11), 1255-1273.
- Loureiro, S.M.C., Gorgus, T., & Kaufmann, H.R. (2017). Antecedents and outcomes of online brand engagement: The role of brand love on enhancing electronic-word-of-mouth. *Online Information Review*, 41(7), 985-1005.
- Machado, J.C., Martins, C.C., Ferreira, F.C., Silva, S.C., & Duarte, P.A. (2020). Motives to engage with sports brands on Facebook and Instagram—The case of a Portuguese football club. *International Journal of Sports Marketing and Sponsorship*, 21(2), 325-349.
- Mainolfi, G., & Vergura, D.T. (2021). The influence of fashion blogger credibility, engagement and homophily on intentions to buy and e-WOM. Results of a binational study, *Journal of Fashion Marketing and Management*, <https://doi.org/10.1108/JFMM-03-2020-0050>
- Nyamekye, M.B., Adam, D.R., Boateng, H., & Kosiba, J.P. (2021). Place attachment and brand loyalty: the moderating role of customer experience in the restaurant setting. *International Hospitality Review*, <https://doi.org/10.1108/IHR-02-2021-0013>
- Ong, K.S., Nguyen, B., & Syed Alwi, S.F. (2017). Consumer-based virtual brand personality (CBVBP), customer satisfaction and brand loyalty in the online banking industry. *International Journal of Bank Marketing*, 35(3), 370-390.
- Raji, R.A., Rashid, S., & Ishak, S. (2019). The mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behavioural intention. *Journal of Research in Interactive Marketing*, 13(3), 302-330.
- Ramanathan, U., Subramanian, N., & Parrott, G. (2017). Role of social media in retail network operations and marketing to enhance customer satisfaction. *International Journal of Operations & Production Management*, 37(1), 105-123.
- Rubio, N., Oubiña, J., & Gómez-Suárez, M. (2015). Understanding brand loyalty of the store brand's customer base, *Journal of Product & Brand Management*, 24(7), 679-692.
- Safeer, A.A., He, Y., & Abrar, M. (2021a). The influence of brand experience on brand authenticity and brand love: an empirical study from Asian consumers' perspective. *Asia Pacific Journal of Marketing and Logistics*, 33(5), 1123-1138.
- Safeer, A.A., Yuanqiong, H., Abrar, M., Shabbir, R., & Rasheed, H.M.W. (2021). Role of brand experience in predicting consumer loyalty. *Marketing Intelligence & Planning*, 39(8), 1042-1057.
- Santos, M., & Schlesinger, W. (2021). When love matters. Experience and brand love as antecedents of loyalty and willingness to pay a premium price in streaming services, *Spanish Journal of Marketing - ESIC*, <https://doi.org/10.1108/SJME-11-2020-0201>
- Sheng, H., Yang, P., & Feng, Y. (2020). How to inspire customers via social media. *Industrial Management & Data Systems*, 120(6), 1041-1057.
- Soni, P. (2021). Web-store image dimensions and online retail customer loyalty: investigating mediators and moderators. *American Journal of Business*, 36(1), 20-34.
- Yasa, N.N.K., Adnyani, I.G.D.A., & Rahmayanti, P.L.D. (2020). The Influence Of Social Media Usage On The Perceived Business Value And Its Impact On Business Performance Of Silver Craft Smes In Celuk Village, Gianyar – Bali, *Academy of Strategic Management Journal*, 19(1).
- Yasa, N.N.K., Giantari, IGAK, Sukaatmadja, I.P.G., Sukawati, T.G.R., Ekawati, N.W., Nurcaya, I.N., Rahanatha, G.B., & Astari, A.A.E. (2021). The role of relational and informational capabilities in mediating the effect of social media adoption on business performance in fashion industry. *International Journal of Data and Network Science*, 5(4), 569-578.
- Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and brand equity, *Journal of the Academy of Marketing Science*, 28(2), 195-211.
- Yu, C.-M.J., Lin, H.-W., & Chiu, H.-Y. (2014). Channel strategies of foreign sales subsidiaries: The case of firms from developing countries operating in developed countries, *International Marketing in Rapidly Changing Environments (Advances in International Marketing)*, 24, Emerald Group Publishing Limited, Bingley, pp. 127-160.



© 2022 by the authors; licensee Growing Science, Canada. This is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC-BY). license (<http://creativecommons.org/licenses/by/4.0/>).