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## The Effect of Brand Coolness and Brand Advocacy on the Brand Equity of Esteghlal Sports Club with the Mediating Role of Brand Love

Mohammad Bashokouh Ajirloo<sup>a\*</sup>, Mehrdad Naserpour<sup>b</sup>

<sup>a</sup> Associate professor of Business Management Department, Faculty of Social Sciences, Mohaghegh Ardabili University, Ardabil, Iran.

<sup>b</sup> Ph.D. student in Business Management, Faculty of Social Sciences, Mohaghegh Ardabili University, Ardabil, Iran.

### Abstract

The aim of the present study is to investigate the effect of brand coolness and brand friendliness on the special value of Esteghlal Sports Club brand with the mediating role of brand love. The research method is descriptive-correlational in nature, and in terms of purpose, it is classified as applied research. The statistical population of this study is the fans of Esteghlal Sports Club, so the population is considered unlimited, and based on Cochran's formula, 384 people were selected as the sample size. A 42-question questionnaire was used to collect information. The content validity of the questionnaire was confirmed by the relevant professors, the construct validity was confirmed by using factor analysis of structural equations, and its reliability was confirmed by Cronbach's alpha of 0.84 for the entire questionnaire. In addition, the study used the convenience sampling to collect the data. The collected data were analyzed based on structural equation modeling with AMOS26 software. The results showed that, in general, the coolness of the brand and the popularity of the brand had an effect on the special value of the brand with the mediating role of brand love from the point of view of Esteghlal club fans. Therefore, by creating a sense of comfort and coolness in the fans and favoring the brand, it creates the basis of love and good feeling towards the club's brand, products and services. and these factors increase the special value of the club's brand.

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**Keywords:** Brand composure, Brand advocacy, Brand equity, Brand love, Esteghlal Sports Club;

### 1. Introduction

In today's world, one of the main assets of any organization is its brand. Brand is one of the important communication tools in customer relationship management. Many researchers consider brand equity as a key indicator of marketing performance, a source of competitive advantage, and a vital part of business success

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\* Corresponding Author.

E-mail Address: [mohammadbashokouh@gmail.com](mailto:mohammadbashokouh@gmail.com)

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(Rodrigues & Reyes, 2019: 211). Consumers in today's markets expect to be satisfied with the brand or product they buy (Mousavi et al., 2019: 84). Many companies seek to build sustainable and profitable relationships with their customers in order to create special brand value; Because such favorable and strong relationships can create advantages such as creating barriers for competitors to enter, reducing sensitivity to price increases, reducing marketing costs, and increasing market share (Peng et al., 2018: 209). Organizations can measure their brand equity by measuring the increase in cash flows resulting from product sales (Parados Pena & del Barrio Garcia, 2021: 104). With the increase in the number of competitive products available from each product in the market and the provision of unlimited choice opportunities for consumers, in almost all industries, brand equity and brand management have become very important for companies (Wang & Long, 2019: 132). By establishing a strong relationship with customers, the brand of a commercial enterprise can survive and resist the attacks of competitors, the increase of competitors, and market developments (Warren et al., 2019: 48). For a consumer's better understanding of a brand, concepts such as brand loyalty and attractive brand can be used. Popularity of a brand can have a positive effect on the attitude of consumers towards the identity of the business entity. In addition, the attractive brand can affect brand equity and directly cause their loyalty (Keller, 2013: 202). Kotler states that strong customer loyalty to the brand creates a profitable position for the organization, and this relationship between consumer perception and this relationship between consumers' perception and positive financial consequences for the organization leads organizations to emphasize the brand management approach and the customer (Khodami & Asanlu, 2015: 14). When a customer is satisfied, he has a great desire to comment on products or services and may become a loyal customer, which in turn causes love for the brand (Haji Babaei & Ismail Pour, 2017: 3). In today's businesses, loyal customers are very important because they have become one of the main components of organizational success. Today, brand attractiveness and popularity have become very important issues for many companies that seek to survive and earn continuous profits through customers, in order to improve the special value of the brand (Mehrnoosh & Tahmasabi Aghbalaghi, 2016: 1). In this era of intense competition between brands and customer indifference, brands must become a symbol of love and respect in consumers' eyes to survive in the market. For this reason, brand love is one of the most important concepts in marketing today, and it seems essential for marketers to know it (Haji Babaei & Ismailpour, 2017: 3). Love is an emotion that is strongly positive and is considered as an emotional attachment that is not equivalent to simply loving a brand (Junadi et al., 2020: 287). Attachment theory shows that a person's emotional attachment to an object predicts the quality of a person's interaction with that object, for example, the emotional connection of people to a brand may lead to their desire to love the brand and maintain the relationship with that brand. Carroll and Ahuvia (2016) defined the concept of brand love as emotion and passion towards a brand (Sarkar, 2013: 102). Popularity and an attractive brand play an important role in developing customer relations and determining business performance and ultimately the special value of the brand. Consumers who are more dependent on the brand become loyal customers more easily and are willing to pay a higher price for their favorite brand. A higher level of this dependence occurs when brand love is created (Rodrigues & Reyes, 2019: 211). The role of the brand in influencing and staying in the consumer markets is very clear for the producers of goods and services. Today, the brand name creates value for the organization and its products like capital. Therefore, promoting the brand position in the hearts of buyers and turning it into brand love in many cases become the organization's strategy. Studies have shown that love for an object is the basis for creating a customer for it (Carroll & Ahovia, 2016: 39). When brand value is measured objectively and correctly, it becomes a suitable measure for evaluating the long-term effects of marketing decisions. This study was investigated among fans of Esteghlal Club. Therefore, this study was conducted with the aim of investigating the effect of attractive brand and brand favorability on brand equity with the mediating role of brand love. The meaning of the attractive brand in the present study is that Esteghlal Club should present an independent and unique face in the minds of the fans while creating a suitable interaction condition with other clubs through promotional activities. In this way, it should introduce itself by relying on its distinctive features that will make fans feel attractive, which will create a special value for the club's brand. In this regard, this study addresses this question: Does attractive brand and brand popularity have an effect on the special value of the brand with the mediating role of brand love? In response to this question, it can be mentioned that the issue of increasing customer loyalty and increasing brand value for companies that are concerned with maintaining and developing their competitive position in the market is a strategic challenge that requires a lot of costs to understand. And understanding this concept and finding practical solutions are needed to strengthen it. Considering that Esteghlal Club won the championship title in the Premier Football League of 1400-1401 season

which ended in May 1401, but in the field of maximum attraction of fans, which are considered as the main assets to improve the brand value of the club has not taken basic action and failed to perform properly. Accordingly, a coherent research in this field, based on which strategies are suitable for adding value to the brand, was not found. Therefore, one of the capabilities or competences necessary for the success of the sports club brand in the field of competition is having knowledge and skills in creating brand love, attractive brand and brand popularity with advertising, promotion and marketing tools. In this regard, Esteghlal needs such a research in order to attract and retain as many fans as possible and improve the special value of its brand. Considering that the sports club brand can play a significant role in making interaction and communication with the fans, and since sports clubs have a close relationship with their fans and Esteghlal Club, which is one of the most popular teams in the country, is no exception. Therefore, investigating the effect of the concept of brand loyalty on the special value of the sports club brand is the innovation of the present study. It should also be mentioned that using the concept of brand love as a mediating variable is another innovation of this study.

## **2. Theoretical Foundations**

### **2-1. Brand Coolness**

In the current market, which is accompanied by continuous changes and technological advances, many consumers want to use brands of goods and services that are so called attractive (Wollaston, 2004: 52). Being attractive makes it possible for them to be influenced and interact with others and to feel good about themselves (Bashkoh Ajirloo & Ahmadi, 2019, 5). In other words, attractiveness has a social status and acts as a tool to create a desirable identity. Therefore, it is not surprising that consumers often evaluate and buy brands that they feel are interesting (Vanderbang & Behrer, 2016: 14). People have different evaluations about attractiveness. Consumers with different mindsets have different opinions about the attractiveness of brands (Ashfak et al., 2021: 563). Researchers active in the field of consumer psychology have spent a lot of time asking consumers about attractive brands. It is easy for consumers to say what brands are cool, but it is more difficult for them to say what characteristics make a brand attractive or otherwise cool (Thompson, 2017: 68). Defining a product as attractive reflects the positive features of the product, while attractiveness is a desirable feature that indicates the social status of the brand (Atik et al., 2022: 6). In other words, even if consumers cannot provide a complete explanation about the characteristics of an attractive brand; however, they can express the characteristics of an attractive brand based on their own experiences as well as their main interests. These are the unique features that make a brand attractive or cool compared to other brands in the market (Decaine & Lacoste, 2010; Sander et al., 2014).

### **2-2. Brand Advocacy**

Brand advocacy is increasingly considered as the ultimate relationship between the customer and the brand (Wilk et al., 2021: 1980). Researches in the field of brand loyalty are very limited and most studies have seen brand loyalty as a one-dimensional variable; While examining the contradictions in previous studies, it is clear that brand fandom is a complex phenomenon that has distinct components with internal communication; So that each component has different relationships with other variables (Rodrigues & Reyes, 2019: 212). Customers who consider brands to be effective in the gradual growth of their identity, increasingly increase their harmonious fandom or obsession towards the brand. The results of the brand-customer relationship theory also show that brand-based recognition has a greater effect on brand obsession dimension (Khadami & Asanlu, 2015: 13).

### **2-3. Love for the brand**

The term "brand love" is taken from the psychological literature on love in interpersonal relationships (Khan et al., 2021: 1495). In 1986, Sternberg proposed the theory of the love triangle. He believed that love is a triangle consisting of passion, intimacy and commitment. The origin of our desire for love lies in our deep need for value and finding things in the world that we can care for, feel excited about being with, and be inspired by, and we can conclude that the purpose of emotional relationships like love is limited. It does not happen to humans anymore (Haji Babaei & Ismail-Pour, 2017: 3). This caused that two years after the presentation of Sternberg's love triangle, Shimp and Maden reviewed research on the structure of brand love. The starting point of research in this field was that people not only establish emotional relationships with each other, they can also establish strong emotional relationships with products and brands (Schmid & Huber, 2019: 46).

#### 2-4. Brand equity

It defines the brand equity as an added value activity of the organization to strengthen the relationship with customers (Vay, 2022: 3). Brand equity is a parameter that undergoes changes over time and with brand behaviors. Therefore, perhaps from this point of view, branding can be defined as an attempt to increase the brand equity (Warren et al., 2019: 48). Until now, despite many efforts to provide models for quantitative measurement of specific value for brands, no model has been accepted at the global level, and it can be stated that the brand equity is not a measurable parameter (Mehrnoosh & Tahmasabi Aghblaghi, 2016: 1).

#### 2-5. Research Background

In the context of the research literature, the following can be mentioned: Bashkoh Ajirloo and Ahmadi (2019) in a study designed a conceptual model of an attractive brand, the results of which are based on the variance analysis test of the two main components of unique brand features, and creativity and innovation in the brand play the most important role in explaining the attractive brand. Mousavi et al. (2019) in a study entitled "Case study: Fast consumer brands" designed an attractive brand model with grounded-theory method investigated small and medium businesses. The results showed that the characteristics of an attractive brand included valuable, memorable, emotional connections, energetic, authentic, social awareness, independence, precious and originality. In a research, Torabi et al. (2019) investigated the effect of brand gender on consumer-based brand equity with the mediating role of consumer brand participation and brand love. The study's results indicated that masculinity of the brand (116/ 0) and femininity of the brand (0.211) has a significant effect on the brand value based on the consumer. The masculinity of the brand (0.316) and the femininity of the brand (0.594) have a significant effect on consumer brand participation. Brand masculinity (0.396) and brand femininity (0.519) have a significant effect on brand love. Consumer brand involvement has a significant effect on brand love (0.227) and consumer-based brand value (0.884). Brand love has a significant effect (0.459) on consumer-based brand value. Consumer-brand involvement and brand love play a mediating role in the relationship between brand gender and consumer-based brand value. In a study, Rahimi Kalor et al. (2019) investigated the effect of brand personality characteristics, consumer interaction with the brand, and quasi-social interaction on consumer-based brand equity with the mediating role of brand love. The results revealed that masculine personality traits of the brand and feminine personality traits of the brand have a positive effect on consumer-based brand value. Brand love has a mediating role in the relationship between brand personality characteristics and consumer-based brand value. Besides, consumer interaction with the brand and quasi-social interaction have a positive effect on consumer-based brand value. Haji Babaei and Esmailpour (2017) in a study analyzed brand love and investigated the effect of associations, satisfaction and trust on brand love. The results showed that brand associations, satisfaction and trust in the brand influence each other and They had an impact on brand love. Khodami and Asanlou (2015) designed a model of the formation of brand loyalty dimensions, based on the theories of brand-customer identity and customer-brand relationship. The results of the brand-customer identity theory showed that customers who consider brands to be effective in the gradual growth of their identity, increasingly increase their harmonious fandom or obsession towards the brand. The results of brand-customer relationship theory also show that brand-based recognition has a greater effect on brand obsession dimension.

Atik et al. (2022) examined the effect of brand attractiveness on customer's psychological well-being through brand love and brand interaction. The results showed that brand attractiveness has a positive effect on brand love and brand interaction. Brand experience moderated these associations. Love for the brand and interaction with the brand also play a mediating role between the attractiveness of the brand and the well-being and pleasure of the consumer. In a study, Wei (2022) discussed the impact of organizational branding strategies on the equity of the organizational brand with the moderating role of brand-oriented leadership. According to the results, no direct relationship was found between corporate branding strategies and corporate brand equity. This study also confirmed that organizational branding strategies indirectly enhance organizational brand equity through employee-based brand equity. Furthermore, this study showed that brand-centered leadership directly affects employee-based brand equity and organizational brand equity, but moderates the relationship between organizational branding strategies and employee-based brand equity. No moderation was found in the relationship between organizational branding strategies and organizational brand equity. Wilk et al. (2021) in a study investigated the reciprocal relationship between online brand fandom and brand loyalty. The results indicated that brand fandom and consumer-brand

identification are predictors of fandom, while brand fandom affects purchase intention. In addition, a strong reciprocal relationship between fandom and brand loyalty was found, which has not been reported in previous studies. Mathur (2019) has done a research to create fandom of the brand in social media to improve brand equity. The findings showed that brand fandom in social media has a positive and significant effect on brand equity. Albert and Thomson (2018) in a research titled "Examining brand variables on customer loyalty" stated that brand equity has developed a lot in marketing literature. More than half of all articles related to consumer-brand relationships show a combination of brand love, brand attachment, brand connection, brand identification, and brand trust. Each of these variables has been recognized as a main structure in predicting customer loyalty in previous studies. Ismail and Spinelli (2017) in his study titled "Brand love, brand loyalty and word-of-mouth advertising: A case study of AirAsia" investigated the effect of brand love, brand personality and brand image on word-of-mouth advertising. The results of their realization showed that brand love and brand image have a positive and meaningful effect on word-of-mouth advertising, brand image has a positive and meaningful effect on brand love, brand passion (one of the dimensions of brand personality) has a positive and meaningful effect on word of mouth advertising and brand image, and brand passion does not have a positive and meaningful effect on brand love. Kodshiya and Kumar (2017) in their research titled "The effect of advertising on people's attitude and brand value" stated that advertising is effective not only on customers' attitudes but also on their purchase intentions. In other words, the development of content created by users through websites, blogs, and social networks has created a new media management for consumers that plays an active role in their purchasing choices. Mark and Brand (2017) in a study entitled "The effect of measurable variables on customer loyalty" reviewed the variables carried out on the brand in business. These variables affect customer satisfaction and brand loyalty. Variables that can be measured on customer satisfaction included emotional factors (brand love), emotions, and perceived quality. Moreover, the seller's identity has an effect on the brand name and ultimately customer satisfaction and brand fandom.

### 3. Methodology

The research method is descriptive-correlation in terms of nature, and in terms of purpose, it is classified as applied research. The statistical population of this study is the fans of Esteghlal Sports Club. Since the subject of the research is the topic of fandom and also due to the success of Esteghlal Club last year in the Premier Football League competitions in the season of 1400-1401, Esteghlal Club has been used as the statistical population. Therefore, the population is considered unlimited, and based on Cochran's formula, 384 participants (from 100,000 people) were selected as the sample size. To collect the data, this study used a 42-item questionnaire in 4 sections, including Albert and Walti Florence's (2010) Brand Love Questionnaire with 10 items, Mousavi et al.'s (2019) Attractive Brand Questionnaire with 12 items, Swimberger et al.'s (2013) Brand Love Questionnaire with 4 items and Aker et al.'s (1999) Brand Equity Questionnaire with 14 items. The data were collected through the convenience sampling method; in this way, in the last game of the Esteghlal team in May 1401 in the 21st Premier League competition held at the Azadi Stadium, 430 questionnaires were distributed to the stadium. 384 questionnaires were without defects and were analyzed. The collected data were analyzed based on structural equation modeling with Amos 26 software.

### 4. Findings

By using the mean and standard deviation of each variable, the level of response to each variable were investigated (Table 1).

Table 1. Mean and standard deviation of research variables

SD	Mean	Variable
0.686	3.25	Brand Equity
0.975	3.11	Brand love
0.525	3.41	Attractive brand
0.945	3.14	Brand fandom

As the above table shows, the attractive brand variable has the highest mean and the brand love variable has the lowest mean.

To check the assumption of normality of the study variables, the one-sample Kolmogorov-Smirnov test was used (to check the variables individually). The results showed that the assumption of normality for all variables is confirmed ( $P < 0.05$ ). The results are given in Table 2.

Table 2. The results of the Kolmogorov-Smirnov test to check the acceptability of normality

Result	Normal-abnormality	Significance level	Test statistics	Sample size	Variable
confirmation	NORMAL	0.325	0.654	384	Brand Equity
confirmation	NORMAL	0.411	0.452	384	Brand love
confirmation	NORMAL	0.365	0.365	384	Brand Coolness
confirmation	NORMAL	0.245	0.475	384	Brand Advocac

Therefore, it can be claimed that all the variables are assumed to be normal.

Then, by using Amos 26 software and using structural equations, the relationship between the variables was investigated (Figure 1). The strength of the relationship between the factor (latent variable) and the observable variable (questionnaire items) is shown by the factor load. Factor load is a value between zero and one. If the factor load is less than 0.3, the relationship is considered weak and it is ignored. A factor load between 0.3 and 0.6 is acceptable, and if it is greater than 0.6, it is very desirable.

There are several fit indices to evaluate the fit of the structural equation model. In this study, based on the suggestions of Shook et al. (2004) and Baumgartner and Homburg (1995), among the chi-square indices along with their significance, the chi-square index to the degree of freedom, the goodness-of-fit index, the not-norm fit index, the increasing fit index, CFI, RMSEA, RMR were used to evaluate the fit of the structural equation model of the study. Currently, there is no exact criterion for these indices, but the following general guidelines have been proposed in the literature: if the chi-square value is not significant, if the chi-square value on the degree of freedom is less than 3, if the goodness-of-fit index, the not-norm fit index, the incremental fit index, CFI are higher than 0.90, if the values of the RMSEA is less than 0.08 and RMR is less than 0.05 0, the fit of the model is suitable and acceptable. Therefore, according to the reported value of fit indices (Table 3), it can be seen that the data are statistically consistent with the factor structure of the structural equation model of the latent variables of the study. Therefore, the structural equation model of the study has a suitable and acceptable fit.

Table 3. The results of the degree of conformity of the research model with the fit indices

Reported value	The ideal criterion	The full name of the fit index	Symbol
2.93	3 and less	Root Mean Square Error of Approximation(RMSEA)	$\chi^2/df$
0.049	Smaller than 0.05	Chi-degree freedom	RMR
0.94	0.9 and higher	incremental fit index	GFI
0.94	0.9 and higher	Normed Fit Index	AGFI
0.93	0.9 and higher	Goodness of fit	NFI
0.92	0.9 and higher	Adjusted Goodness of Fit	NNFI
0.94	0.9 and higher	Comparative Fit Index	CFI
0.077	Smaller than 0.08	Root Mean Square Error of Approximation(RMSEA)	RMSEA

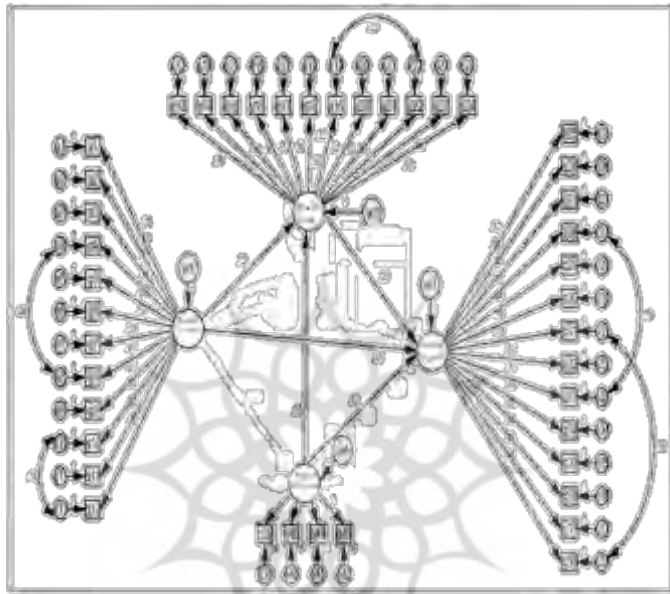


Figure 1. The final research model

Table 4. The path of the hypothesis; Along with critical ratios and significance level

Result	The path of the hypothesis		Critical value	Significance level	Impact factor
confirmation	Brand love	<--- Brand Coolness	11.239	0.000	0.72
confirmation	Brand love	<--- Brand Advocac	6.482	0.000	0.35
confirmation	Brand Equity	<--- Brand Coolness	9.072	0.000	0.36
confirmation	Brand Equity	<--- Brand Advocac	10.121	0.000	0.42
confirmation	Brand Equity	<--- Brand love	5.881	0.003	0.29

The effect coefficient of the relationship between attractive brand and brand love is 0.72, the relationship between brand fandom and brand love is 0.35, the relationship between attractive brand and brand equity is 0.36, the relationship between brand fandom and brand equity is 0.42, and the relationship between brand love and brand equity is 0.29. Moreover, considering that the value of the significance level is less than 0.05 and the critical value is more than the acceptable range, i.e., 1.96, it can be claimed that all the relationships of the study are confirmed. Hence, the relationship between attractive brand and brand love (0.72) has the most impact and the relationship between brand love and brand equity (0.29) has the least impact.

## 5. Conclusion

It can be mentioned that, in general, the attractive brand and brand fandom have had an effect on the special value of the Esteghlal Sports Club brand with the mediating role of brand love, in such a way that the attractive brand affects brand love, brand fandom affects brand love, attractive brand has an effect on brand equity, brand fandom on brand equity and brand love on brand equity.

### 5-1. The relationship between brand fandom and brand love

It can be mentioned that loyalty to the brand and constant purchase of the club's products, which is continuously created, creates love and good feelings for the club's brand, products and services, and encourages people to buy Esteghlal Club products again. On the other hand, when the brand of the club inspires an attractive feeling to the fans, this will create the love and desire for the brand of the club in the mind and soul of the fans and will provide the conditions for greater fandom to the brand of Esteghlal Club. The results obtained from this part are in line with those of Haji Babaei and Esmailpour (2017) who studied the love for the brand and investigated the effect of associations, satisfaction and trust on the love for the brand. The results revealed that brand associations, satisfaction and brand trust had an effect on each other and on brand love.

### 5-2. The relationship between attractive brand and brand equity

It should be stated that when the fans feel good about the club's products and brand, and its quality, it leads to the fact that the club has a special name and emblem, and this makes the club's brand valuable. An attractive brand in the field of Esteghlal Club services is achieved when the characteristics of the service, while being special, are exactly in accordance with the fans' wishes, and people use the service according to their wishes. This makes the basis of love to club's brand, which ultimately makes it profitable and improves the equity of Esteghlal Club's brand.

### 5-3. The relationship between brand fandom and brand equity

The popularity of the brand as the basis of marketing can make the fans and people more familiar with the club's services and they will know more about the brand. It will also be considered as a famous and popular brand, which ultimately will increase brand equity. The results obtained from this part of the study are in line with those of Khodami and Asanlo (2015), designing the model of the formation of brand fandom dimensions, based on the theories of brand-customer identity and customer-brand relationship. The results of brand-customer identity theory showed that customers who consider brands to be effective in the gradual growth of their identity, increasingly increase their harmonious fandom or obsession towards the brand. The results of the brand-customer relationship theory also indicated that brand-based recognition has a greater effect on the dimension of brand obsession.

### 5-4. The relationship between brand fandom and brand love

Many people and customers over time may forget many famous brands in their minds and memories, and the love for the brand and renewed interest in the products and history of the club can evoke the brand of Esteghlal Club, which can be effective in more fandom and using services and products.

### 5-5. The relationship between brand love and brand equity

When there is a good performance based on proper advertising, behavior, performance, and many other things, especially in terms of services and products, the interest and love for the brand of the club, its products and services increases. The present study's results are in agreement with those of Torabi et al. (2019), investigating the effect of brand gender on consumer-based brand equity with the mediating role of consumer brand participation and brand love. The results showed that brand love becomes the basis for incremental brand value. Furthermore, this study's findings substantiate with the results of Rahimi Kalor et al. (2019), investigating the effect of brand personality characteristics, consumer interaction with the brand, and quasi-social interaction on consumer-based brand equity with the mediating role of brand love. The results showed that the brand's masculine personality traits and brand's feminine personality traits have a positive effect on consumer-based brand value. Brand love has a mediating role in the relationship between brand personality characteristics and consumer-based brand value. In addition, consumer interaction with the brand and quasi-social interaction have a positive effect on consumer-based brand value and it is



in line with the results of the present study. In the area of foreign research, the present study is in line with those of Albert and Thomson's (2018), examining brand variables on customer loyalty. The results revealed that brand equity has developed a lot in marketing. More than half of all studies related to consumer relations reveal that the brand is a combination of brand love, brand attachment, brand connection, brand identification and brand trust. Each of these variables has been recognized as a main structure in predicting customer loyalty in previous studies. Therefore, Esteghlal Club should take advantage of the concept of an attractive brand in order to improve the brand equity and, while interacting with other clubs, create unique conditions and present itself with appropriate and distinctive performance.

According to the obtained findings, the following suggestions can be made:

1. More attention and support of the managers from the club's fan base in order to instill a sense of fandom and an attractive brand to the fans. For example, the club should provide conditions so that the fans can buy tickets for Esteghlal team games cheaper by having a fan card, or they can buy the card from the stores of the contracting party with a greater discount. On the other hand, members of the fan club can use public services such as metro, bus, cinema tickets, etc. at a more reasonable price;
2. Providing the right services of Esteghlal Club in the short-term and long-term can lead to more fans, which should be done continuously to create more love for the club's brand in the hearts and minds of the fans.
3. Modeling the way the world's first-class clubs interact with their fans, for example, in order to increase the fan's interest in the club's brand and interact with the fan as much as possible. It is recommended that the club (entertainment and cultural competitions with prizes, including giving a fan card with special benefits and discounts, etc.) hold events and festivals, and present rewards and prizes to the fans. Besides, fans are asked to express their opinions on the design of the team's uniforms, which will make the fans realize that the club respects their opinions, creating a sense of belonging in the fans;
4. It can be useful to hold training workshops in the field of brand equity, attractiveness and popularity of the brand for club members in order to improve the performance of the club in this regard.
5. Designing smart advertisements to increase the equity of the club's brand among the fans, which can lead to an increase in the love for the club's brand.

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Mohammad Bashokouh Ajirlou, Ph.D. in International Marketing and Associate Professor of Department of Business Administration, Faculty of Social Sciences, Mohaghegh Ardabili University. He has published many domestic and foreign research articles. He is also the author and translator of several books in the field of marketing. I am interested in the field of distribution network management and brand management.



Mehrdad Naserpour, Ph.D. student in business administration, majoring in marketing at Mohaghegh Ardabili University. He has published more than ten domestic and foreign research articles. He is interested in tourism marketing, ethical marketing and brand management.

