

# **IMPACT OF COUNTRY OF ORIGIN ON BRAND LOVE: AN EMPIRICAL STUDY OF SELECT DENIM JEANS BRANDS**

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## **ABSTRACT**

This research paper aims to analyze the impact of attitude towards country of origin on brand love for some select US and Indian denim jeans brands. Further the impact of brand love is also studied on loyalty and word of mouth. Survey based research using convenience sampling was used for data collection using self-administered questionnaires. The study has used confirmatory factor analysis (CFA) using AMOS 20 for data analysis. The empirical analysis shows that the attitude toward the country of origin does not impact the feelings of brand love. However, it was found that brand love impacts loyalty and word of mouth considerably. The findings have been derived from the sample of students from one university. Also, the study has not taken into account high-end fashion brands, thus limiting the generality of the findings to all brands. The findings provide a new dimension called brand love which both the foreign and domestic brands must give due credence to when framing of their branding strategies. By aiming to assess the relationship between the constructs of country of origin and brand love, for which sparsely few studies are found in the existing literature, this paper contributes to the growth of literature in the field of brand love.

**Keywords:** Country of origin, brand love, denim jeans, loyalty, word of mouth.

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## **1. INTRODUCTION**

Globalization has reduced the competition boundary-less, owing to the “globalization of markets” and “globalization of production” (Jain & Hill, 2008). The ever-rising interest in the area of attitude towards country of origin, got pace after the work of Bilkey and Nes (1982) and since then it has emerged as a separate field of study yielding on consumer behaviors and perceptions (Bandyopadhyay & Banerjee, 2003; Kaynak et al., 2000; Papadopoulos & Heslop, 1993). Since then, the country of origin perceptions have been studied for many countries like Europe (Schweiger et al., 1995), Russia (Strutton et al., 1995) and US (Kumar et al., 2009) among many others. It is seen that in developing countries many a times, the foreign brands are preferred over the domestic ones (Agbonifoh & Elimimian, 1999; Batra et al., 2000). This trend is more widely prevalent in case of high-end fashionable and hedonic goods (Batra et al., 2000; Kottak, 1990; Piron, 2000). The majority of country of origin studies are concentrated on the developed nations (Bandyopadhyay & Banerjee, 2003). However, these nations look for business

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and markets outside their borders, after reaching a level of saturation of demand in their own countries (Kaynak et al., 2000). A similar trend emerged for the global denim brands, where the youthful product- 'denim jeans' started propagating its roots across the emerging economies of the east to lure the people towards this youthful, but addictive product (Rahman, 2011; Su & Tong, 2016; Suthar et al., 2014; Verma, 2021).

The global denim jeans market is forecasted to be a worth of around 85.4 billion US dollars of retail sales by the 2025 (O'Connell, 2019). The Indian market accounted for a sale of around 637 million pair of global denim jeans sales by the year 2020, almost doubling from the sales figure of year 2015 (Statista, 2019). The denim industry is core constituent of the textile sector of the India (Arvind Limited Company, 2020). The growth of the domestic denim industry has been attributable to the forces of globalization (bringing in the shades of westernization in the native culture), the rise in disposable incomes of people (indeed uplifting their standard of living) (Singhi et al., 2020). Not only have these forces fueled up the domestic denim demand, but also radically changed the product perceptions of denim jeans (perceived as a casual and daily wearable product), which also became a key ingredient leading to the boom in demand (McKinsey & Company, 2018). The booming jeans industry is indeed very appealing to the millennial generation, especially owing to the discretionary spending habits of the youth and the influence of the pop-culture on them (Clouse, 2018).

With constant new players arrival in this line of business, the denim jeans market in India has become more and more fragmented. Initially only a few local players were making a mark of their own in this industry. But this soon changed when in 1991, the Indian markets and hearts were opened to the various foreign players. The entry of these foreign players added to the competitiveness in this industry. Presently the local players in the denim jeans industry comprise of Spykar, Flying Machine, Mufti, Killer, Numero Uno, Indian Terrain which compete alongside the foreign players like Levis, Lee, Wrangler, Pepe Jeans, Lee Cooper, Diesel etc. These brands have added a rich-variety to the industry i.e., from the initial regular blue and black offerings to latest baggy, straight fit, high-low waist, asymmetric, ankle length, rugged among many other types offered (Rahman, 2011; Su & Tong, 2016; Suthar et al., 2014). The brands thriving in this industry over a period of years, have realized that retention of consumers loyalty for one specific brand is an arduous task involving a fight for profitable margins by the major players. The Clariant call of 'Make in India' mission has opened up new ventures of growth and investment in this sector especially for the firms manufacturing their products in Indian territory (McKinsey & Company, 2018; Singhi et al., 2020).

With this sector holding up lots of scope and opportunities, it becomes quite pertinent to look into the curious case of the attitude of the consumers' towards the country of origin of the denim jeans brands they purchase and their feelings of love for the same. This issue becomes all the more pertinent to be delved into the younger millennial population, as for them jeans is a symbolism of youthful and trending times (Kumar, 2019; Suthar et al., 2014; Verma, 2021). Also, it is this composite of the population which tends to make emotional purchase decisions more often over others (Arora et al., 2020; Suthar et al., 2014). Thus, this paper aims to make an attempt to look into these pertinent issues and add richness to the literature. This paper seeks to analyze the attitude towards country of origin for US and local jeans manufacturing brands. The paper has been organized as follows, after laying the theoretical framework and the proposed hypotheses, the research methodology is discussed. Then the results are presented and finally the

discussion is summed up along with stating the key contribution, implications and research limitations.

## 2. LITERATURE REVIEW

### 2.1. *Country of Origin*

The country of origin perceptions play a major role in evaluating the quality of products especially when consumers have no or little knowledge regarding the brands or products (Eroglu & Machleit, 1989; Han, 1990; Javed & Hasnu, 2013; Kaynak et al., 2000; Lin & Chen, 2006). Schweiger et al. (1995) made an attempt to compare the quality perceptions of European products vis-à-vis the US and Japanese products and found that European products were least rated among the class of their US and Japanese competitive brands. Lin and Chen (2006) stressed that both the product know-how and involvement have an effect on impacting the purchase decisions linked with country of origin attitude. Ahmed et al. (2004) provided the findings that even for the low involvement category products like bread or coffee, the country of origin played a crucial role in effecting the purchase decisions. The brand image and brand personality are also studied as the critical factors which impact the consumer brand perceptions for the country of origin centered decisions (Kausuhe et al., 2021; Wang & Yang, 2008).

### 2.2. *Brand Love*

A revolution in the consumer and brand relations has been brought in by the concept of brand love (Batra et al., 2012; Bergkvist & Bech-Larsen, 2010; Carroll & Ahuvia, 2006; Sarkar, 2013). The feeling of brand love can make consumers form bonds with the brands for longer time (Fournier, 1998) and feel a sense of satisfaction with them (Fournier & Mick, 1999). Since its conception, this phenomenon has been studied across functional products (Bergkvist & Bech-Larsen, 2010; Carroll & Ahuvia, 2006), services (Sarkar, 2019), symbolic brands (Rodrigues & Brandão, 2021) and even technological gadgets (Tiwari et al., 2021). Brand love is impacted by constructs of satisfaction, romanticism, delightful feelings, brand experience and hedonic feelings (Carroll & Ahuvia, 2006; Roy et al., 2012; Sarkar, 2013). The studies concerning brand love has also linked this phenomenon with the consequences like loyalty (Bairrada et al., 2018; Carroll & Ahuvia, 2006; Sarkar, 2019) and word of mouth (Bairrada et al., 2018; Carroll & Ahuvia, 2006; Rodrigues & Brandão, 2021).

**Table 1:** Summary of the Research Relating to the Variables of the Study

<b>Variable</b>	<b>Authors</b>	<b>Country</b>	<b>Findings</b>
Country of origin	Kausuhe et al. (2021)	Indonesia	The study looked into the impact of brand image and country of origin on loyalty of consumers for Oppo smartphones. The findings suggested both brand image and country of origin have positive impact on the loyalty, but the impact of brand image was found to be more significant.
	Javed and Hasnu (2013)	Pakistan	The country of origin effects for products like fabric, electronics and cosmetics were studied. The results indicated that preferable country of origin effects were only found relevant for fabrics as a product category. Also, the product knowledge and involvement impacted the country of origin

			perceptions.
	Wang and Yang (2008)	China and Japan	Brand personality and country of origin image had significant impact on the purchase intention of automobiles. Also, country of origin image moderated the relationship between brand personality and purchase intention, wherein positive country of origin image potentially raised the purchase intentions for a positive brand personality.
	Lin and Chen (2006)	Taiwan, China and USA	A cross country study with three dependent variables: country of origin image, product knowledge and product involvement, indicated that all the three dependent variables have an impact on the consumer decision making. The country of origin image and product knowledge were found to significantly and positively influence consumer decision making for different product involvement cases.
	Ahmed et al. (2004)	Singapore	The country of image bore a positive impact on the demand for low involvement products like bread, coffee in the minds of the consumers. But, these effects were fainter when the price or brand name are taken into consideration for purchase decision. The findings also showed that mere presence of country of origin perception for one product category, does not hold true for the other product categories of the same brand.
Brand love	Rodrigues and Brandão (2021)	Sweden and Portugal	Equal impact of the retail branding experience of IKEA, was found to impact the brand love for both the Swedish and Portuguese consumers. The findings suggested that the global brand image of IKEA consistently impacts the consumers' feelings across cultures.
	Tiwari et al. (2021)	India	The perceived effects of coolness related with technological products is found to have significant impact of brand love. Reliability, rebelliousness and desirability were found as top three features of perceived coolness of technological products for emerging economies.
	Sarkar (2019)	India	The study explored for the factors that could lead to brand love for hotels among young tourists for emerging economy like India. The factors like perception of consumers, service quality offered, brand foreignness and emotional value of the hotel location were explored as the dependent variables for hotel brand love and were found significant.
	Bairrada et al. (2018)	Portugal	Perceived quality, brand innovativeness, brand credibility and brand intimacy were studied as functional constructs having indirect impact on brand love. While, perceived value, brand prestige and brand uniqueness were studied as symbolic constructs and had direct impact on the feelings of brand love.
	Carroll and Ahuvia (2006)	USA	Developed a ten scale items scale for measuring brand love across daily essentials. Looked into the impact of self expressive and hedonic features of brands on brand love.
Loyalty	Sarkar (2019)	India	Hotel brand love impacts the conative loyalty along with the emotional labour of a tourist for hotels. The findings have given a new approach to measure the satisfaction of tourists with hotels they stay in.
	Bairrada et al. (2018)	Portugal	Brand love was found to have a significant positive impact on brand loyalty.

	Carroll and Ahuvia (2006)	USA	Brand love produced positive effects on loyalty but numerically less than word of mouth.
	Halim (2006)	Indonesia	The hedonic and utilitarian value failed to produce any significance for brand affect and brand trust for the instant coffee product category. However, purchase loyalty and attitudinal loyalty were impacted negatively by brand trust and positively by brand affect.
Word of mouth	Rodrigues and Brandão (2021)	Sweden and Portugal	The findings suggested positive but, moderating impact of brand love on word of mouth for the retail brand experience of IKEA. The results also indicated a greater presence of such impacts for Sweden over Portugal.
	Bairrada et al. (2018)	Portugal	The findings of the study indicated a positive impact of brand love on word of mouth for the consumers.
	Carroll and Ahuvia (2006)	USA	Brand love had produced maximum significant and positive effects on word of mouth for brands.

### 3. THEORETICAL FRAMEWORK

#### 3.1. Country of Origin and Brand Love

Country of origin, is a term related with the country of origin of the product or brand in question (Ahmed et al., 2004; Wang & Yang, 2008). On the other hand, brand love, a term signifying deep consumer-brand bonds filled with attachment and desire for brands, is a new marketing concept (Batra et al., 2012; Bergkvist & Bech-Larsen, 2010; Carroll & Ahuvia, 2006; Sarkar, 2013). Both these said constructs bear an impact on the brand evaluation and perception in decision making.

Existing literature in quality perception has found that perceptions regarding country of origin have an impact on people regarding quality evaluations (Ahmed et al., 2004; Cordell, 1992; Lin & Chen, 2006; Maronick, 1995; Wang & Yang, 2008; Zain & Yasin, 1997). The knowledge about the brands and the product categories do have a bearing on the formation of country of origin perceptions of the consumers over time (Ahmed et al., 2004; Javed & Hasnu, 2013). Previous studies state that Indian consumers hold superior views for foreign car, electronics and apparel brands (Kinra, 2006). Kumar et al. (2009) also asserted that Indians had positive views regarding goods from America. Hence the proposed hypotheses:

*H1: Attitude towards country of origin has a significant impact on brand love for consumers.*

#### 3.2. Brand Love and its Consequences

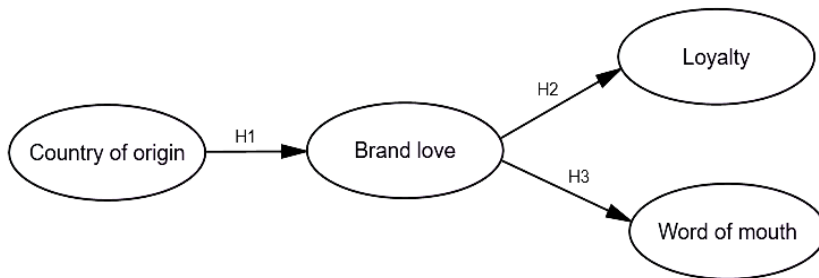
Consumers' love for brands impact their loyalty and word of mouth for brands (Bairrada et al., 2018; Batra et al., 2012; Bergkvist & Bech-Larsen, 2010; Carroll & Ahuvia, 2006; Krosnick & Petty, 1995; Sarkar, 2013, 2019). The feelings of being loyal and talk nicely about the brand, are more conducive to be expressed when consumers have pleasant feelings for a brand (Bairrada et al., 2018; Dick & Basu, 2004; Sarkar, 2019). Such positive feelings indeed make the consumers' value the brands (Chaudhuri & Holbrook, 2002; Halim, 2006) further resulting in repurchase and

spreading of nice comments for such brands (Batra et al., 2012; Bergkvist & Bech-Larsen, 2010; Carroll & Ahuvia, 2006; Rodrigues & Brandão, 2021; Sung & Kim, 2010). The happiness with which the consumers express their brand love increases their confidence in the brands and makes them to stay more reliable and vocal about such brands (Loureiro et al., 2012). Based on these studies the two related proposed hypotheses are:

*H2: Brand love has a significant impact on loyalty of consumers.*

*H3: Brand love has a significant impact on word of mouth of consumers.*

**Figure 1:** Theoretical Framework



## 4. METHODOLOGY

### 4.1. Sampling and Data Collection

The youth and their love for denim jeans is time tested for any cohort (Kumar, 2019; Suthar et al., 2014). The younger generation people always flow with the trending waves of fashion. In many cases they also become the drivers for new fashion fads. Keeping these things in mind, convenience sampling was used to gather the data from the youthful population represented by the students of Delhi University. The reasons for choosing the college students as a representative sample for the study are quite a few. Firstly, since the students appropriately represent the target user population for the jeans apparel brands (Lee et al., 2010). Secondly, the students are the active users and buyers of this product especially in a cosmopolitan city culture (Suthar et al., 2014). Besides, there is presence of high degree of homogeneity in college students, reducing the effect of demographic modifications (Peterson, 2001) and increasing the desirability of the sample for study (Calder et al., 1981). The National Capital Territory of Delhi is the capital of India and consists of folks from all walks of life (Singh, 2019; Talyan et al., 2008). Similarly, the Delhi University serves as the alma mater for students across all regions of the country and thus Delhi University was chosen as a sampling frame for the present study.

A minimum ratio of 5:1, between the number of respondents and the number of indicators is necessary for running factor analysis (Hair et al., 2010). Keeping that in mind a total of 397 respondents ranging from 18 years to 30 years were asked to fill the self-administered

questionnaires. Out of them, 223 were completely filled and usable and became the sample of this study. The average mean age of the sample is 21.8 years. The sample consisted more of the female gender over the male (52% and 48% respectively). The average monthly expenditure on clothing was found to be Rs. 7,596 per respondent.

The impact of country of origin on brand love was evaluated using the shopping habits regarding select US and local jeans brands. Before collecting the data through self-administered questionnaires, a focus group study (on a pool of students from the chosen sample) was conducted to find out the student familiar US and local jeans brands. Based on the familiarity of brands, the purchasing pattern and the frequency of purchase by students, three US brands namely, Levis, Lee and Wrangler; and three local brands named Spykar, Flying Machine and Killer were identified. The respondents were required to make a choice among these brands and fill the questionnaires with respect to their selected brands. The designed questionnaires sought to measure the attitude towards the country of origin, brand love and brand loyalty and word of mouth for both the US and local jeans brands.

#### **4.2. Measures**

All the scale items were measured using 5 point scale (ranging 1 to 5 indicating strongly disagree to strongly agree respectively). Three items from Shimp and Sharma (1987) were adapted to measure the country of origin (COO) attitude of consumers. The popular Carroll and Ahuvia (2006) scale was adapted and used to measure brand love (BL) having ten items and four each items for loyalty (LOY) and word of mouth (WOM). After a Pilot study on 50 respondents, three items of brand love and one item each of loyalty and word of mouth were removed since they failed to be receptive with respondents. Table 2 shows all the scale items

#### **4.3. Validating the Measurement Model**

The structural relationships between the constructs of the study were studied with the application of confirmatory factor analysis (CFA). For the application of the CFA, AMOS 20 was used. The standardized factor loadings, also known as standardized regression weights (SRW), were found greater than 0.70 (Hair et al., 2010) for all the scale items, except for two items of brand love and one item of loyalty. The result for the descriptive statistics (mean and standard deviation) are reported in the table 3 along with the validity results for the study constructs.

The overall model was characterized by a good fit (chi-square/degree of freedom = 2.14; Comparative fit coefficient = .95; Tucker-Lewis coefficient = .94; Standardized root mean square residual coefficient = .06; Root mean square error of approximation = .07). All the model fit indicators met the > .90 criteria for good fit indicators and < .08 criteria for bad fit indicators (Hair et al., 2010). All the constructs showed greater than .50 values of average variance explained (Fornell & Larcker, 1981). There is sufficient present of discriminant validity since the coefficients of square root of the AVE (average variance explained) are greater than the pair-wise correlations coefficients of the constructs (Fornell & Larcker, 1981) as seen in table 3.

#### 4.4. Hypothesis Testing Results

There exists an almost negligible impact of the attitude towards country of origin on the brand love ( $SRW = .04$ ,  $p$ -value  $> 0.05$ ), leading to the rejection of H1. However, there is a good and positive influence of brand love on the consequential constructs namely loyalty ( $SRW = .68$ ,  $p$ -value  $< 0.001$ ) and word of mouth ( $SRW = .72$ ,  $p$ -value  $< 0.001$ ), which indeed makes our assumptions regarding H2 and H3 correct. It is seen that brand love more strongly influences the feelings of word of mouth over loyalty as its consequences, which also corresponds with the findings of Carroll and Ahuvia (2006). The results of the hypothesis testing are shown in table 4.

**Table 2: Reliability and Validity**

Factors and items	SRW	CR	AVE
Country of origin		0.91	0.76
COO1 It is always best to purchase a denim jean of Indian brand.	.85		
COO2 Indian denim jeans brands, first and foremost.	.92		
COO3 As Indians we must never buy any foreign denim jeans brand.	.86		
Brand love		0.91	0.58
BL2 This brand makes me feel good.	.86		
BL3 This brand is totally awesome.	.87		
BL4 I have neutral feelings about this brand.	.55		
BL6 I love this brand!	.83		
BL8 This brand is a pure delight.	.79		
BL9 I am passionate about this brand.	.71		
BL10 I'm very attached to this brand.	.68		
Loyalty		0.84	0.64
LOY1 This is the only brand of this product that I will buy.	.67		
LOY2 When I go shopping, I don't even notice competing brands.	.89		
LOY3 If my store is out of this brand, I'll postpone buying.	.82		
Word of mouth		0.83	0.62
WOM1 I have recommended this brand to lots of people.	.75		
WOM2 I talk about this brand to my friends.	.77		
WOM3 I try to spread the good-word about this brand.	.83		
CMIN		210.24	
Df		98	
CMIN/ df		2.14	
CFI		.95	
TLI		.94	
SRMR		.06	
RMSEA		.07	

**Notes:** All the standardized items loadings are significant at 1 percent level; SRW, standardized regression weights; CR, composite reliability; AVE, average variance explained; CMIN, chi-square value; df, degrees of freedom; CMIN/df, chi-square coefficient; CFI, comparative fit coefficient; TLI, Tucker-Lewis coefficient; SRMR, standardized root mean square residual; RMSEA, root mean square error of approximation.

**Table 3: Descriptives, Correlations and AVE**

	Mean	SD	COO	BL	LOY	WOM
<b>COO</b>	2.96	1.45	0.87			
<b>BL</b>	4.56	1.17	0.04	0.76		
<b>LOY</b>	4.37	1.62	0.11	0.67	0.79	
<b>WOM</b>	4.28	1.36	-0.06	0.72	0.54	0.78

**Notes:** AVE values of each corresponding construct are represented along the diagonal; COO, country of origin; BL, brand love; LOY, loyalty; WOM, word of mouth.

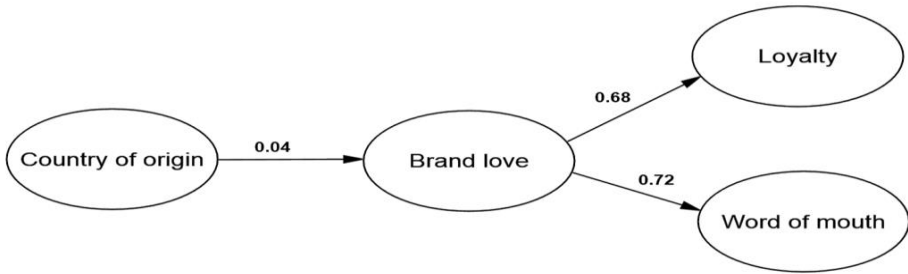


**Table 4:** Structural Parameters of the Study

Hypotheses	Estimate	SE	t-values	Accept/ Reject
H1 Country of origin→Brand love	.04	.07	.625*	Rejected
H2 Brand love→Word of mouth	.68	.14	7.136**	Accepted
H3 Brand love→Word of mouth	.72	.17	9.298**	Accepted

Notes: two-tailed test, \*p-value > 0.05; \*\*p-value < 0.001.

**Figure 2:** Final Structural Equation Modeling Path Diagram



### 5. DISCUSSION

The aim of the paper was to check the relevance of attitude of consumers towards country of origin on brand love. However, the results of the study have indicated towards an almost negligible impact of country of origin on brand love. Also, an attempt to study the impact of brand love on the loyalty and word of mouth was made in this study. In contrast to the findings regarding the country of origin on brand love, the impact of brand love on the two consequences came out to be more vivid and significant. Both the consequences indicate the strong preference of consumers towards the brands, despite holding no bias feelings for US or Indian brands. Thus, the paper appropriately indicated that despite the feelings of brand love has no correlation with the attitude towards country of origin, but they significantly have a bearing on the consumer behavior, that is, their loyalty and word of mouth.

### 6. CONTRIBUTION

Attitude towards the country of origins is a very useful tool to differentiate brands in the marketplace (Kaynak et al., 2000). It is due to the fact that the country of origin perceptions have a bearing on the purchasing behavior of the consumers as well as the marketing tactics of the firms (Kaynak & Cavusgil, 1983). Many a times the consumer decisions are solely based on this particular cue (Kaynak et al., 2000). The past findings in the literature have stated that consumers do have a favorable bias for some particular country and product combinations. For example, the electronic gadgets from US (Crothers, 2021), cosmetics and fashion couture from France and Italy (Seringhaus, 2005) have favorable perceptions for them.

However, this paper contributes to provide a transfiguration from the traditional literature studies. The results of the study show that the consumers do not hold any bias for country of origin for

brands. This indicates towards the presence of equal playing grounds for the marketers irrespective the country of origin. The evolving world trade and related dynamics provide a testimony to this fact. In the contemporary times, the south Asian countries of China, India and Malaysia have become world-wide renowned as global manufacturers and exporters of electronic equipments and components ranging from mobile phones to televisions to semi-conductors (Deloitte, 2019; India Brand Equity Foundation, 2020). Also, the globally renowned countries for fashion and styling have recently started experiencing competition from US, Singapore and South Korea (McKinsey & Company, 2019).

Also, this paper highlights that brand love provides a basis for formation of long-term strong personal ties between the brands and consumers. Since brand love is quite a new term, the paper indicates that the firms must work on to derive yield from this concept. Both the domestic as well as foreign marketers must see this as an opportunity to adopt this new concept wisely in their branding decisions. Companies can also tweak their advertising appeals and messages directed towards the consumers by including the concept of brand love, thereby creating a differential image for them (Lee et al., 2010).

The study also has important key take-aways for the denim jeans brands. The study has empirically indicated that for the youthful consumers (a very integral segment of consumers for this specific product category), the country of origin perceptions do not impact their affectionate feelings for the loved brands, nor do they influence their loyalty and word of mouth behavior. Thus, both the domestic and foreign denim brands players in India can substantially work on building a consumer goodwill or relationship network without paying heed to their country of origin roots. Also, for the booming denim jeans manufacturing industry in India as a whole, the findings of the study serve as a teaser to various brands world-wide to come and set-up manufacturing units availing benefits of 'Make in India' or 'Production Linked Incentive' schemes, dis-regarding their origin roots and proliferate their businesses.

The findings of this paper break away from the traditional notions that brands from advance nations tend to have an upper edge in terms of country of origin perceptions. The underlining implication for the managerial group of both the foreign and domestic brands is that they must address the areas where their brands or products are failing to mark an impression on the consumer minds and make plans to amend those loop-holes properly. All this indeed highlights the level-playing field available to all the brands, irrespective of their country of origin perceptions, in the contemporary times. Thus, the findings of the study indeed seem to be bearing far-reaching implications on the brands, their image and popularity, not only in the domain of marketing and consumer behavior, but also in the domain of international business.

## **7. LIMITATIONS AND FUTURE DIRECTIONS**

There are a few limitations of the study. The results of the study are derived from one single university. It would be enriching to include a larger sampling frame spread across different university students in future research and come up with more robust findings. The brands studied are not from the category of top-fashion brands like Gucci or Armani. So, these findings cannot be generalized on them. In future an attempt to study the top fashion brands can also be made. Survey based research can be taken up in the future also, to explore more branding variables

related to the construct used in the present study. Moving forward in this direction, the researchers must try look into the elements where brands can make amends in their marketing decisions and try to frame plans after taking into account the new concept of brand love. This study has offered bundle of freshness to innovate and capitalize on two new concepts, one being country of origin and the second being brand love, and future studies can look into the key antecedents for these variables for different demographics of population.

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