THE MODERATING ROLE OF INFLUENCER ATTRACTIVENESS IN THE EFFECT OF BRAND LOVE, BRAND TRUST, BRAND AWARENESS AND BRAND IMAGE ON BRAND LOYALTY

Research

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Abstract

Purpose: This study examines the moderating role of influencer attractiveness in the effect of brand image brand awareness, brand love, and brand trust on brand loyalty.

Method Data were collected from 318 people through an online survey. Hypotheses were analyzed using simple linear regression and process macro software.

Findings: According to the statistical analysis results; brand love, brand trust, brand awareness, and brand image are important antecedents that have a direct effect on brand loyalty; brand awareness, brand image and brand trust have an indirect effect on brand loyalty, thanks to the important mediating role of brand love; brand awareness, brand image and brand trust are important antecedents that directly affect brand love; influencer attractiveness has an important moderating role in the effect of brand awareness, brand trust, brand love and brand image on brand loyalty; moreover, brand love, brand awareness, brand trust, and brand image have significant conditional effects on brand loyalty at low, middle and high values of influencer attractiveness.

Originality: This study successfully explains the link between influencer attractiveness, brand love, brand awareness, brand image and brand loyalty. At the end of the study, recommendations for further research and practice were made.

Keywords: Influencer Attractiveness, Brand, Loyalty, Love, Trust, Awareness, Image

JEL Classification: M30, M31

MARKA AŞKI, MARKA GÜVENİ, MARKA FARKINDALIĞI VE MARKA İMAJININ MARKA SADAKATİNE ETKİSİNDE INFLUENCER ÇEKİCİLİĞİNİN ILIMLAŞTIRICI ROLÜ

Özet

Amaç: Bu çalışma, marka imajı, marka farkındalığı, marka aşkı ve marka güveninin marka sadakati üzerindeki etkisinde influencer çekiciliğinin ılımlaştırıcı rolünü incelemektedir.

Yöntem: Online bir anket aracılığıyla 318 kişiden veri toplanmıştır. Hipotezler, basit lineer regresyon ve process macro yazılımı kullanılarak analiz edilmiştir.

Bulgular: İstatistiksel analiz sonuçlarına göre; marka aşkı, marka güveni, marka farkındalığı ve marka imajı, marka sadakati üzerinde doğrudan etkisi olan önemli öncüllerdir; marka aşkının önemli aracılık rolü sayesinde marka farkındalığı, marka imajı ve marka güveni marka sadakati üzerinde dolaylı bir etkiye sahiptir; marka farkındalığı, marka imajı ve marka güveni, marka aşkını doğrudan etkileyen önemli öncüllerdir; marka farkındalığı, marka güveni, marka aşkı ve marka imajının marka sadakati üzerindeki etkisinde influencer çekiciliği önemli bir ılımlaştırıcı role sahiptir; dahası, marka aşkı, marka farkındalığı, marka güveni ve marka imajı, influencer çekiciliğinin düşük, orta ve yüksek değerlerinde marka sadakati üzerinde önemli koşullu etkilere sahiptir.

Özgünlük: Bu çalışma, influencer çekiciliği, marka aşkı, marka farkındalığı, marka imajı ve marka sadakati arasındaki bağlantıyı başarılı bir şekilde açıklamaktadır. Çalışmanın sonunda uygulamaya ve ileri araştırmalara yönelik önerilerde bulunulmuştur.

Anahtar Kelimeler: Influencer Çekiciliği, Marka, Sadakat, Aşk, Güven, Farkındalık, İmaj

JEL Sınıflandırması: M30, M31

INTRODUCTION

By collaborating with influencers, brands can have a strong presence in social media environments and interact with their target audience. Moreover, brands can encourage their target audience to brand loyalty, thanks to influencers who promote and defend the brand in social media environments. Because of this, many brands develop social media marketing strategies with the support of influencers. However, it should be known that the attractiveness of influencers, as well as the trustworthiness of influencers, has a crucial role in the development of appropriate marketing strategies in social media environments (Wiedmann and von Mettenheim, 2020). Because influencer attractiveness, as a dimension of influencer credibility, is antecedent influencing brand satisfaction, brand image, brand trust (Wiedmann and von Mettenheim, 2020), brand congruence, and brand attitude (Torres, Augusto and Matos, 2019) as well as online customer engagement (AlFarraj, Alalwan, Obeidat, Baabdullah, Aldmour and Al-Haddad,2021), attitude toward the endorsement, and purchase intentions (Torres et al., 2019). Therefore, people being attracted to influencers and finding them attractive, collaboration with influencers for brand promotion and advertising is likely to support sales, brand awareness, corporate image, and consumer loyalty (Aydın, 2021).

Although the effects of brand love (Bıçakcıoğlu, İpek and Bayraktaroğlu, 2018; Özmen and Kocakuş, 2020; Misra, Sadikin and Achmad, 2021), brand awareness (Bernarto, Berlianto, Meilani, Masman and Suryawan, 2020), brand trust (Delgado-Ballester and Munuera-Alemán, 2005; Bernarto et al., 2020; Song, Wang and Han, 2019), and brand image (Koçyiğit, 2017) on brand loyalty have been examined, there is a research gap regarding the moderating role of influencer attractiveness in these effects. Accordingly, this study aims to fill this research gap. In addition, this study examines the mediating role of brand love in the effect of brand image, brand awareness, and brand trust on brand loyalty. It is thought that this original study will be a leading reference source for the relevant literature and practice.

LITERATURE REVIEW

Brand Loyalty

Brand loyalty is a fundamental dimension of brand equity that defines the customer's relationship (Aaker, 1991; Keller, 1993). Brand loyalty is the customer's positive additional contribution to the brand (Aaker, 1991). Brand loyalty is the repeated purchase of a particular brand (behavioral loyalty) as it becomes the primary preference of customers (cognitive loyalty) (Keller, 1993). That is, brand loyalty is the customer's commitment to a brand or the tendency to remain loyal to a particular brand when purchasing the brand as their primary choice (Yoo and Donthu, 2001). As a final definition, brand loyalty is a measure of the affinity that customers feel about a brand that can show their identity (Bernarto et al., 2020).

Recently, brand loyalty has been the subject of consumer research in the context of entertainment & video games brands, a fashion & beauty brands (Torres et al., 2019), mobile phone brands (Misra et al., 2021; Özmen and Kocakuş, 2020), tablet PC brands (Zhang, Peng, Peng, Zhang, Ren and Chen, 2020), retail brands (Dam, 2020), and coffee shop brands (Bernarto et al., 2020; Önen, 2018; Song et al., 2019). It has been observed that consumers who have expectations from brands show loyalty to the brand by establishing positive emotional commitment and continuous relationship according to their age (Özmen and Kocakuş, 2020). On the other hand, influencers in digital environments such as traditional influencers can also encourage consumers to brand loyalty (Aydın, 2021). So much so that the attractiveness of digital influencers promoting brands in social media environments has a significant relationship with both consumers' attitudes towards the brand and their purchase intentions (Torres et al., 2019). Therefore, collaborating with influencers and developing influencer marketing strategies under their sponsorship should be considered important for promoting brand loyalty. Of course, the importance of brand awareness, brand love, brand image and brand trust should be taken into account when developing influencer marketing strategies to support brand loyalty.

Brand Love

Brand love, in the context of consumption in the marketing literature, is a person's liking for a particular brand, feeling intimacy to the brand and showing passionate emotional commitment to the brand (Ismail and Spinelli, 2012). The fact that consumers have a positive general attitude towards a particular brand, exhibit passionate behaviors with the brand, establish positive emotional bonds, maintain long-term relationships, integrate, trust the brand (see strong), and experience the expected separation distress is an indicator of their love for the brand (Batra, Ahuvia and Bagozzi, 2012). On the other hand, there is support in the literature that brand love is an important predictor of brand loyalty (Batra et al., 2012; Bıçakcıoğlu et al., 2018; Özmen and Kocakuş, 2020; Misra et al., 2021).

Brand Trust

Brand trust is the consumer's belief that a particular brand is honest, consistent, competent and responsible according to their expectations (Delgado-Ballester and Munuera-Alemán, 2005). In other words, brand trust is customers' belief that a particular brand purchased is reliable and will perform as promised (Zhang et al., 2020). As can be seen in these definitions, brand trust is a concept related to expectations and beliefs. Brand trust, which has a relationship with consumer expectations and beliefs, is an important antecedent that directly affects brand loyalty (Delgado-Ballester and Munuera-Alemán, 2005; Bernarto et al., 2020; Song et al., 2019) and brand love (Zhang et al., 2020). Moreover, there is empirical support that brand trust has an indirect effect on brand loyalty through the mediating role of brand love (Aydın, 2017).

Brand Awareness

Brand awareness, which is a sub-dimension of brand knowledge, is the ability of consumers to recognize and recall the brand under different conditions with the support of the brand trace in their memory (Keller, 1993). In other words, brand awareness is the consumer's ability to recognize and recall the first brand that comes to mind in a specific product category and to associate that brand with the product category (Yoo and Donthu, 2001). It is stated that when a consumer compares a particular brand with competing brands, brand awareness occurs in their mind (Önen, 2018). From a consumer point of view, brand awareness is an important antecedent that directly affects both brand loyalty (Bernarto et al., 2020) and brand love (Önen, 2018). In addition, brand awareness is an important antecedent with an indirect effect on brand loyalty through the mediating role of brand love (Aydın, 2017).

Brand Image

As a sub-dimension of brand knowledge, brand image is the associations that consumers form in their minds about the brand (Keller, 1993). Brand image is a set of perceptions that brand associations in consumers' memory reflect about a particular brand (Ismail and Spinelli, 2012). In the relevant literature, it is stated that consumers construct a brand image in their minds by obtaining impressions about the brand from various sources or by remembering all the associations in their minds (Koçyiğit, 2017). Brand image, as it consists of brand associations, provides an important opportunity for brands to differentiate their goods and services from other competing brands (Dam, 2020; Ismail and Spinelli, 2012). Thanks to such benefits, brand image is an important antecedent that has a direct effect on brand loyalty (Koçyiğit, 2017) and brand love (Dam, 2020; Ismail and Spinelli, 2012). In addition, brand image has a significant indirect effect on brand loyalty through the mediating role of brand love (Aydın, 2017).

Influencer Attractiveness

Attractiveness is one of the three core constructs of influencer credibility, along with expertise and trustworthiness (AlFarraj et al., 2021; Chekima, Chekima and Adis, 2020). Using influencer attractiveness can serve as an important reference for brands to communicate with their potential customers (Chekima et al., 2020). Influencer attractiveness is not only related to the physical characteristics of a particular influencer but also to the admiration, personality and athletic ability of that influencer (AlFarraj et al., 2021; Torres et al., 2019). The use of social media-based influencer marketing is important to build relationships between consumers and brands (Glucksman, 2017). Because there is a significant relationship between an influencer seen as an idol and consumers' behaviors towards brand loyalty (Grohmann, Battistella and Radons, 2013). By using a social media influencer' attractiveness for their social media brand campaigns, a brand can establish direct relationships with potential consumers, thereby promoting brand satisfaction, brand trust, brand loyalty and brand image (Glucksman, 2017; Wiedmann and von Mettenheim, 2020).

METHOD

Aim

The aim of this current study is to examine whether brand trust, brand awareness, and brand image have an impact on brand loyalty, while also examining whether brand love has a mediating role and influencer attractiveness has a moderating role on these effects.

Target Population and Sample

The target population of the research is a specific group of people. They are people who follow an influencer who has promoted and advertised a particular brand and also has a mega-follower on social media. Convenience sampling method was used to reach a group of people from the target population. Because, thanks to the convenience sampling method, it is possible to collect data from the target population in the easiest, fastest and most economical way (Aaker, Kumar and Day, 2007).

Limitations

This study has some limitations. First of all, the study has a certain sample size. The data obtained are limited to the demographic characteristics of the respondents. Another limitation of the study is that the respondents were following the influencer promoting a particular brand X. Finally, unlike a longitudinal study, this study was conducted over a defined short-term period.

Scales and Items

The scales and items adapted from studies in the relevant literature for this study are as follows: First of all, the respondents answered the following scale items, considering the influencer that promotes and advertises the X brand and that they usually follow. Items of influencer attractiveness scale (Torres et al., 2019): *Item 1: I like this influencer that I usually follow. Item 2: I think this influencer, who I usually follow, is knowledgeable. Item 3: I am always aware of this influencer on the web that I usually follow. Item 4: This influencer I usually follow has a good reputation. Item 5: This influencer I usually follow is attention attractive*. However, when responding to specific scale items below, respondents usually thought of X brand promoted and advertised by the Influencer they follow. Items of brand loyalty scale (Delgado-Ballester and Munuera-Alemán, 2005): *Item 1: I consider myself to be loyal to X brand. Item 2: X brand would be my first choice. Item 3: If X brand is available in the store, I will not buy other brands. Item 4: Even if another brand is on sale, I prefer X brand. Item 5: If there wasn't X brand left in the store, I would go elsewhere to buy X brand*. Items of brand love scale (Ismail and Spinelli, 2012): *Item 1: X brand is a wonderful brand. Item 2: X brand makes me feel good. Item 3: X brand makes me very happy. Item 4: I love X brand. Item 5: X brand appeals to my delight.* Items of brand trust scale (Delgado-Ballester and Munuera-Alemán, 2005): *Item 1: X brand name is a brand name that meets my expectations. Item 2: I feel confidence in X brand name. Item 3: X brand name is a brand name that never disappoints me. Item 4: X brand name guarantees satisfaction.* Items of brand awareness scale (Yoo and Donthu, 2001): *Item 1; I can recognize X brand*

among other competing brands. Item 2: I am aware of X brand. Item 3: Some characteristics of X brand come to my mind quickly. Item 4: I can quickly recall the symbol or logo of X brand. Item 5: I can easily in imagining X brand in my mind. Items of brand image scale (Ismail and Spinelli, 2012): *Item 1: X brand is fashionable and trendy. Item 2: X brand provides a reputation for quality. Item 3: X brand is elegant. Item 4: X brand is well-known and prestigious.*

Data Collection Procedure

One self-administered online questionnaire was used to collect data. Since data will be collected through a questionnaire, Van Yüzüncü Yıl University, Social and Human Sciences Publication Ethics Committee was applied for necessary permissions. The approval document numbered 2021/21-05 and dated 17.12.2021 has been received. After the receipt of the document, the online questionnaire link was shared with some people reached from within the target population via social media tools. The collected 318 questionnaires were evaluated. Since the sample size of 318 people is more than 280, it is at least 10 times more than 28 scale items (Hair, Black, Babin and Anderson, 2009, p. 329). Moreover, since the sample size is >15M (Stevens, 1996, p. 72) or >50+8M (Tabachnick and Fidell, 2007, p. 123), it meets the minimum sample size criteria (M= number of independent variables in the research model).

Hypotheses

As a result of the literature review, the research hypotheses based on both theoretical foundations and previous empirical findings are as follows:

H_1: Brand love will directly positively affect brand loyalty.

H_{2a}: Brand trust will directly positively affect brand loyalty.

H_{2b}: Brand trust will directly positively affect brand love.

H_{2c}: Brand trust will indirectly positively affect brand loyalty through the mediating role of brand love.

H_{3a}: Brand awareness will directly positively affect brand loyalty.

H_{3b}: Brand awareness will directly positively affect brand love.

H_{3c}: Brand awareness will indirectly positively affect brand loyalty through the mediating role of brand love.

H_{4a}: Brand image will directly positively affect brand loyalty.

H_{4b}: Brand image will directly positively affect brand love.

H_{4c}: Brand image will indirectly positively affect brand loyalty through the mediating role of brand love.

H_{5a}: Influencer attractiveness will have a moderating role in the effect of brand love on brand loyalty.

H_{5b}: Influencer attractiveness will have a moderating role in the effect of brand trust on brand loyalty.

H_{5c}: Influencer attractiveness will have a moderating role in the effect of brand awareness on brand loyalty.

H_{5d}: Influencer attractiveness will have a moderating role in the effect of brand image on brand loyalty.

DATA ANALYSIS AND RESULTS

Frequency analysis was used for the demographic characteristics of the participants. Table 1 shows the results for the demographic characteristics of the participants.

Table 1. Participants' Demographic Characteristics

Characteristics	Group	f	%
Gender	Female	194	61.0
	Male	124	39.0
	Total	**318**	**100**
Age	10-25	193	60.7
	26-41	119	37.5
	> 41	6	1.8
	Total	**318**	**100**
Education	Primary education	2	.6
	High school	58	18.2
	Bachelor's degree	203	63.8
	Postgraduate	55	17.3
	Total	**318**	**100**

Among all participants (n=318; 100%), female (n=194; 61.0%), 10-25 years old (n=193; 60.7%) and bachelor's degree graduates (n=203; 63.8%) are more numerous.

While factor analysis was used to evaluate the validity of the scales, reliability analysis was used to evaluate their reliability. Factor and reliability analysis results are shown in Table 2.

Table 2. Results Regarding Factor and Reliability Analysis

Factors	Items	Loadings	% of Variance	Reliability
	BA 5	.985		
	BA 4	.908		
Brand awareness	BA 3	.823	44.881	.920
	BA 2	.803		
	BA 1	.701		
Brand loyalty	BL 3	.995		
	BL 4	.975		
	BL 5	.963	13.614	.940
	BL 2	.723		
	BL 1	.662		
	BT 1	.939		
Brand trust	BT 2	.936	9.210	.926
	BT 4	.926		
	BT 3	.782		
	BL 3	.915		
	BL 4	.886		
Brand love	BL 5	.865	4.839	.937
	BL 1	.812		
	BL 2	.626		
	BI 2	.768		
Brand image	BI 1	.719	3.947	.896
	BI 4	.542		
	BI 3	.527		
	IA 3	.896		
Influencer attractiveness	IA 4	.609	2.421	.705
	IA 5	.561		
% of Total Variance			78.912	
KMO Measure of Sampling Adequacy				.935
Bartlett's Test of Sphericity		**Approx. Chi-Square**=7402.637	**df** =325	**p**=.000

Note: Attractiveness 1 and attractiveness 2 items were excluded from the analysis because they reduced reliability.

Since the KMO value (.935) is greater than .50 and the p value (.000) is less than .05, the obtained data set can be applied to factor analysis (Field, 2000). As seen as a result of factor analysis, the load of each factor expression is greater than .50 and the total variance explained is more than 60% (Hair et al., 2009). In addition, as the result of the reliability analysis, all factor dimensions are reliable since the cronbach's alpha value of each factor dimension is greater than .70 (Nunnally, 1978).

A simple linear regression analysis was used to test the direct effect of an independent variable on the dependent variable. The hypothesis results for the direct effects are shown in Table 3.

Table 3. Hypothesis Results Regarding Direct Effects

Independent Variable	Dependent Variable	H	R^2	F	β	t	p	Result
Brand love	Brand loyalty	H_1	.420	228.538	.648	15.117	.000	Accepted
Brand trust	Brand loyalty	H_{2a}	.201	79.505	.448	8.917	.000	Accepted
	Brand love	H_{2b}	.188	73.192	.434	8.555	.000	Accepted
Brand awareness	Brand loyalty	H_{3a}	.179	68.921	.423	8.302	.000	Accepted
	Brand love	H_{3b}	.391	203.123	.626	14.252	.000	Accepted
Brand image	Brand loyalty	H_{4a}	.125	45.091	.353	6.715	.000	Accepted
	Brand love	H_{4b}	.514	334.763	.717	18.297	.000	Accepted

The direct positive effect of brand love (β=.648; p=.000), brand trust (β=.448; p=.000), brand awareness (β=.423; p=.000), and brand image (β=.353; p=.000) on brand loyalty is significant. Moreover, the direct positive effect of brand trust (β=.434; p=.000), brand awareness (β=.626; p=.000), and brand image (β=.717; p=.000) on brand love is significant.

By using the Process macro, it is possible to perform path analysis for mediation, moderating roles, and conditional processes (Hayes, 2013). The results of the path analyzes (or hypothesis) made with the process macro regarding mediation, moderation, and conditional processes are shown in the following pages.

The hypothesis results for mediating roles (indirect effects) are shown in Table 4. First of all, it should be noted that; when the confidence intervals are examined as a result of the analysis, if there is no "0" value between BootLLCI and BootULCI, the estimated paths are considered significant (Hayes, 2018). However, unlike the traditional approach (Baron and Kenny, 1986), according to the modern approach (Hayes, 2018); If the indirect effect (a.b) of X is significant as a result of the bootstrap test for mediating roles (or indirect effects), the mediation model (Figure 1) is considered validated without the need for any other test (Gürbüz and Bayık, 2018: p. 41).
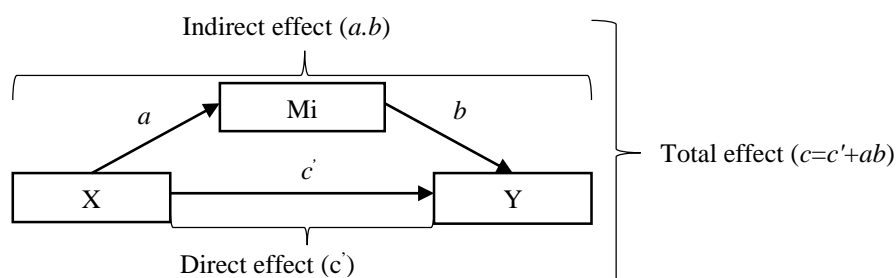
Figure 1. Mediation Model

Table 4. Hypothesis Results Regarding Mediating Roles (or Indirect Effects)

Independent Variable	Mediating Variable	Dependent Variable	Model Summary	R^2= .4542 F = 131.0726 P= .0000				
Brand trust (X)	Brand love (Mi)	Brand loyalty (Y)	**Effect**	**se**	**t**	**p**	**LLCI**	**ULCI**
Total effect of X on Y			.4840	.0543	8.9166	.0000	.3772	.5908
Direct effect of X on Y			.2226	.0499	4.4635	.0000	.1245	.3207
Indirect effect(s) of X on Y		**H**	**Effect**	**BootSE**	**BootLLCI**		**BootULCI**	**Result**
		H_{2c}	.2614	.0381	.1913		.3413	Accepted

Independent Variable	Mediating Variable	Dependent Variable	Model Summary	R^2= .4202 F = 114.1539 P= .0000				
Brand awareness (X)	Brand love (Mi)	Brand loyalty (Y)	**Effect**	**se**	**t**	**p**	**LLCI**	**ULCI**
Total effect of X on Y			.3931	.0474	8.3019	.0000	.3000	.4863
Direct effect of X on Y			.0273	.0511	.5351	.5930	-.0732	.1278
Indirect effect(s) of X on Y		**H**	**Effect**	**BootSE**	**BootLLCI**		**BootULCI**	**Result**
		H_{3c}	.3658	.0456	.2808		.4593	Accepted

Independent Variable	Mediating Variable	Dependent Variable	Model Summary	R^2= .4452 F = 126.3806 P= .0000				
Brand image (X)	Brand love (Mi)	Brand loyalty (Y)	**Effect**	**se**	**t**	**p**	**LLCI**	**ULCI**
Total effect of X on Y			.4054	.0604	6.7150	.0000	.2866	.5242
Direct effect of X on Y			-.2629	.0691	-3.8048	.0002	-.3989	-.1270
Indirect effect(s) of X on Y		**H**	**Effect**	**BootSE**	**BootLLCI**		**BootULCI**	**Result**
		H_{4c}	.6683	.0595	.5554		.7905	Accepted

Brand love has a significant mediating role for the indirect effect of brand trust (Effect=.2614; BootLLCI=.1913 and BootULCI=.3413), brand awareness (Effect=.3658; BootLLCI=.2808 and BootULCI=.4593), and brand image (Effect=.6683; BootLLCI=.5554 and BootULCI=.7905) on brand loyalty.

The hypothesis results for moderating roles are shown in Table 5.

Table 5. Hypothesis Results Regarding Moderating Roles

Model Summary		R	R-sq	MSE	F	df1	df2	p
		.6900	.4761	.6405	95.1330	3.0000	314.0000	.0000
Outcome Variable Brand loyalty		**coeff**	**se**	**t**	**p**	**LLCI**	**ULCI**	
Constant	**H**	1.7339	.4882	3.5518	.0004	.7734	2.6945	**Result**
Brand love		-.2007	.1713	-1.1717	.2422	-.5377	.1363	
Influencer attractiveness		-.3860	.1338	-2.8857	.0042	-.6492	-.1228	
Influencer attractiveness x Brand love	H_{5a}	.2081	.0438	4.7554	.0000	.1220	.2942	Accepted
Model Summary		R	R-sq	MSE	F	df1	df2	p
		,4836	,2339	,9367	31,9513	3,0000	314,0000	,0000
Outcome Variable Brand loyalty		**coeff**	**se**	**t**	**p**	**LLCI**	**ULCI**	
Constant	**H**	1.3757	.6874	2.0011	.0462	.0231	2.7283	**Result**
Brand trust		-.1086	.2308	-.4704	.6384	-.5627	.3456	
Influencer attractiveness		-.1543	.1915	-.8058	.4210	-.5312	.2225	
Influencer attractiveness x Brand trust	H_{5b}	.1264	.0580	2.1799	.0300	.0123	.2405	Accepted
Model Summary		R	R-sq	MSE	F	df1	df2	p
		,5350	,2862	,8728	41,9641	3,0000	314,0000	,0000
Outcome Variable Brand loyalty		**coeff**	**se**	**t**	**p**	**LLCI**	**ULCI**	
Constant	**H**	1.9391	.6123	3.1670	.0017	.7344	3.1439	**Result**
Brand awareness		-.4116	.1855	-2.2185	.0272	-.7766	-.0466	
Influencer attractiveness		-.2692	.1661	-1.6207	.1061	-.5960	.0576	
Influencer attractiveness x Brand awareness	H_{5c}	.1950	.0480	4.0620	.0001	.1006	.2895	Accepted
Model Summary		R	R-sq	MSE	F	df1	df2	p
		.4520	.2043	.9729	26.8729	3.0000	314.0000	.0000
Outcome Variable Brand loyalty		**coeff**	**se**	**t**	**p**	**LLCI**	**ULCI**	
Constant	**H**	1.5761	.8110	1.9433	.0529	-.0196	3.1718	**Result**
Brand image		-.2617	.2281	-1.1472	.2522	-.7105	.1871	
Influencer attractiveness		-.1715	.2269	-.7559	.4503	-.6179	.2749	
Influencer attractiveness x Brand image	H_{5d}	.1476	.0603	2.4476	.0149	.0289	.2662	Accepted

Influencer attractiveness has a significant moderating role in the direct effect of brand love (coeff=.2081; p=.0000; BootLLCI=.1220 and BootULCI=.2942), brand trust (coeff=.1264; p=.0300; BootLLCI=.0123 and BootULCI=.2405), brand awareness (coeff=.1950; p=.0001; BootLLCI=.1006 and BootULCI=.2895), and brand image (coeff=.1476; p=.0149; BootLLCI=.0289 and BootULCI=.2662) on brand loyalty.

In the following pages, path analysis results for conditional processes are shown in Charts 1, 2 and 3.

Values of influencer attractiveness		Effect	se	t	p	LLCI	ULCI
Low Value	3.0000	.4235	.0558	7.5953	.0000	.3138	.5332
Middle Value	3.6667	.5622	.0443	12.7017	.0000	.4751	.6493
High Value	4.6667	.7703	.0585	13.1617	.0000	.6551	.8854

	1	2	3	4	5	6	7	8	9
Brand love	1,6	3	4	1,6	3	4	1,6	3	4
Influencer attractiveness	3	3	3	3,67	3,67	3,67	4,67	4,67	4,67
Brand loyalty	1,25	1,85	2,27	1,22	2,01	2,57	1,17	2,24	3,01
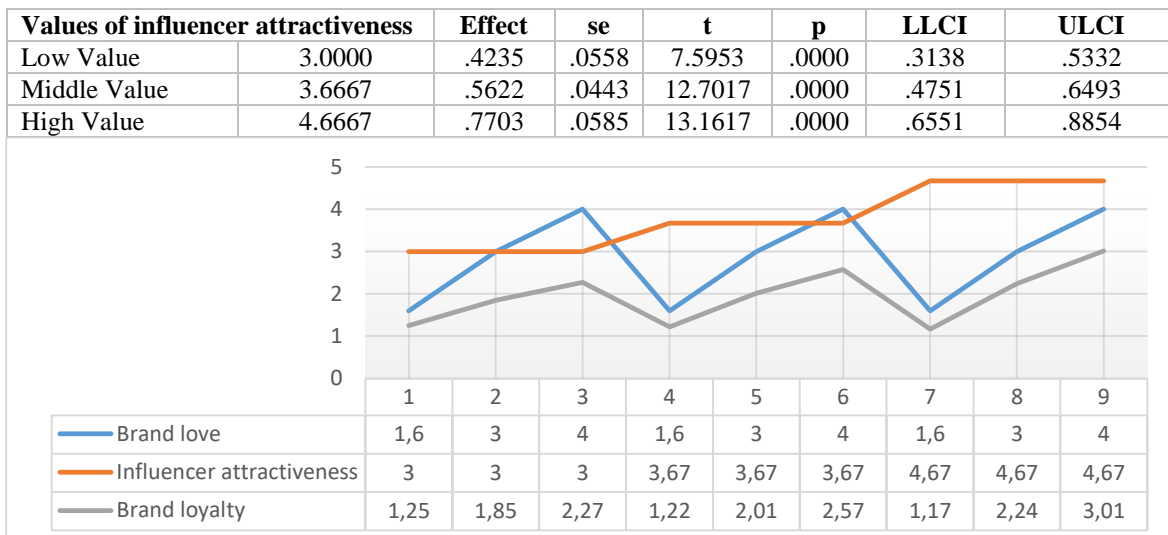
Chart 1. Conditional Effects of the Brand Love on Brand Loyalty at Low, Middle and High Values of Influencer Attractiveness

According to low, middle and high value of influencer attractiveness (orange line), the low value of both brand love (blue line) and brand loyalty (grey line) seems to increase over time. At the low value (3) of influencer attractiveness, the value of brand love increased from 1.6 to 4, while the value of brand loyalty increased from 1.25 to 2.27. At the middle value (3.67) of influencer attractiveness, the value of brand love increased from 1.6 to 4, while the value of brand loyalty increased from 1.22 to 2.57. At the high value (4.67) of influencer attractiveness, the value of brand love increased from 1.6 to 4, while the value of brand loyalty increased from 1.17 to 3.01. As a result, brand love have significant conditional effects on brand loyalty at significant low value (Effect=.4235; p=.0000; LLCI=.3138 and ULCI=.5332), middle value (Effect=.5622; p=.0000; LLCI=.4751 and ULCI=.6493) and high value (Effect=.7703; p=.0000; LLCI=.6551 and ULCI=.8854) of influencer attractiveness.

Values of influencer attractiveness		Effect	se	t	p	LLCI	ULCI
Low Value	3.0000	.2707	.0805	3.3625	.0009	.1123	.4291
Middle Value	3.6667	.3550	.0656	5.4108	.0000	.2259	.4840
High Value	4.6667	.4814	.0815	5.9060	.0000	.3210	.6418

	1	2	3	4	5	6	7	8	9
Brand trust	2,25	3	4,49	2,25	3	4,49	2,25	3	4,49
Influencer attractiveness	3	3	3	3,67	3,67	3,67	4,67	4,67	4,67
Brand loyalty	1,52	1,72	2,13	1,61	1,87	2,4	1,74	2,1	2,82
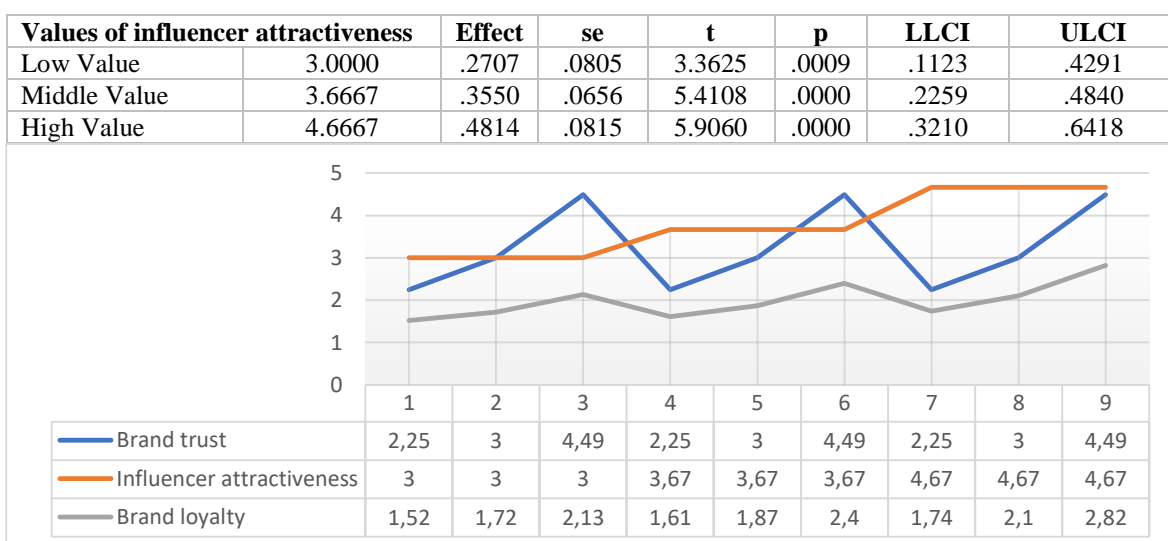
Chart 2. Conditional Effects of the Brand Trust on Brand Loyalty at Low, Middle and High Values of Influencer Attractiveness

According to low, middle and high value of influencer attractiveness (orange line), the low value of both brand trust (blue line) and brand loyalty (grey line) seems to increase over time. At the low value (3) of influencer attractiveness, the value of brand trust increased from 2.25 to 4.49, while the value of brand loyalty increased from 1.52 to 2.13. At the middle value (3.67) of influencer attractiveness, the value of brand trust increased from 2.25 to 4.49, while the value of brand loyalty increased from 1.61 to 2.4. At the high value (4.67) of influencer attractiveness, the value of brand trust increased from 2.25 to 4.49, while the value of brand loyalty increased from 1.74 to 2.82. As a result, brand trust has significant conditional effects on brand loyalty at significant low value (Effect=.2707; p=.0009; LLCI=.1123 and ULCI=.4291), middle value (Effect=.3550; p=.0000; LLCI=.2259 and ULCI=.4840) and high value (Effect=.4814; p=.0000; LLCI=.3210 and ULCI=.6418) of influencer attractiveness.

Values of influencer attractiveness	Effect	se	t	p	LLCI	ULCI
Low Value	3.0000	.1735	.0584	2.9704	.0032	.0586	.2885
Middle Value	3.6667	.3036	.0465	6.5340	.0000	.2122	.3950
High Value	4.6667	.4986	.0642	7.7688	.0000	.3723	.6249

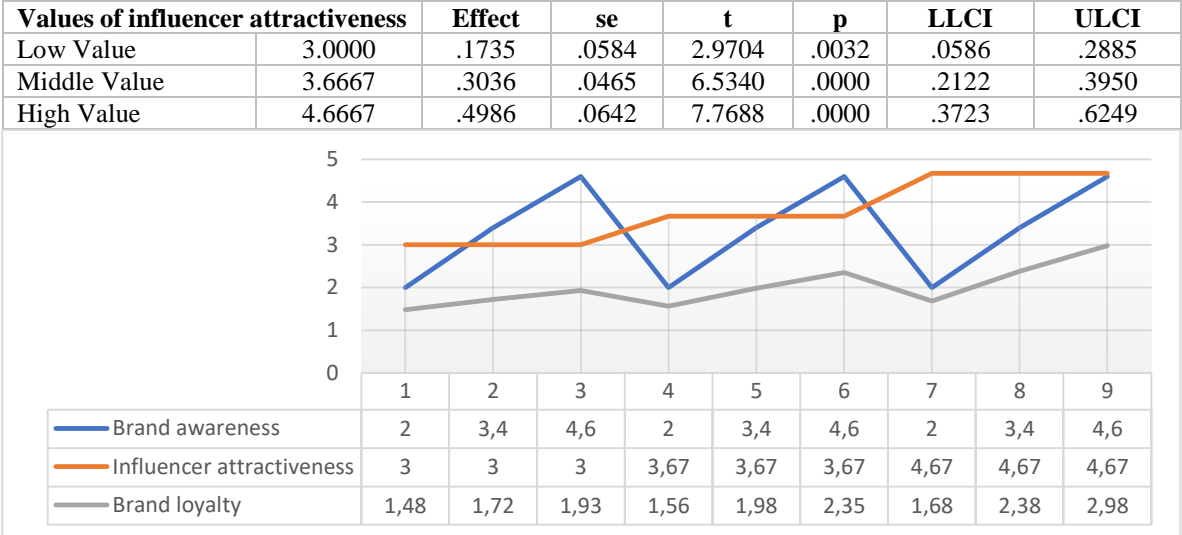|	1	2	3	4	5	6	7	8	9
Brand awareness	2	3,4	4,6	2	3,4	4,6	2	3,4	4,6
Influencer attractiveness	3	3	3	3,67	3,67	3,67	4,67	4,67	4,67
Brand loyalty	1,48	1,72	1,93	1,56	1,98	2,35	1,68	2,38	2,98

Chart 3. Conditional Effects of the Brand Awareness on Brand Loyalty at Low, Middle and High Values of Influencer Attractiveness

According to low, middle and high value of influencer attractiveness (orange line), the low value of both brand awareness (blue line) and brand loyalty (grey line) seems to increase over time. At the low value (3) of influencer attractiveness, the value of brand awareness increased from 2 to 4.6, while the value of brand loyalty increased from 1.48 to 1.93. At the middle value (3.67) of influencer attractiveness, the value of brand awareness increased from 2 to 4.6, while the value of brand loyalty increased from 1.56 to 2.35. At the high value (4.67) of influencer attractiveness, the value of brand awareness increased from 2 to 4.6, while the value of brand loyalty increased from 1.68 to 2.98. As a result, brand awareness has significant conditional effects on brand loyalty at significant low value (Effect=.1735; p=.0032; LLCI=.0586 and ULCI=.2885), middle value (Effect=.3036; p=.0000; LLCI=.2122 and ULCI=.3950) and high value (Effect=.4986; p=.0000; LLCI=.3723 and ULCI=.6249) of influencer attractiveness.

Values of influencer attractiveness		Effect	se	t	p	LLCI	ULCI
Low Value	3.0000	.1811	.0740	2.4489	.0149	.0356	.3267
Middle Value	3.6667	.2795	.0634	4.4121	.0000	.1549	.4042
High Value	4.6667	.4271	.0888	4.8088	.0000	.2524	.6019

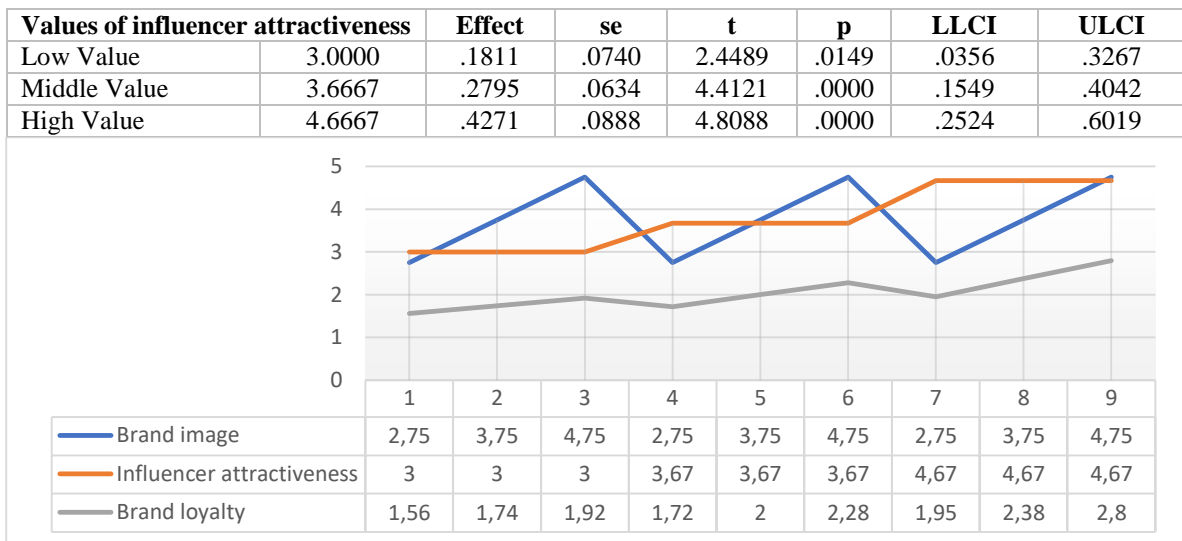|	1	2	3	4	5	6	7	8	9
Brand image	2,75	3,75	4,75	2,75	3,75	4,75	2,75	3,75	4,75
Influencer attractiveness	3	3	3	3,67	3,67	3,67	4,67	4,67	4,67
Brand loyalty	1,56	1,74	1,92	1,72	2	2,28	1,95	2,38	2,8

Chart 4. Conditional Effects of the Brand Image on Brand Loyalty at Low, Middle and High Values of Influencer Attractiveness

According to low, middle and high value of influencer attractiveness (orange line), the low value of both brand image (blue line) and brand loyalty (grey line) seems to increase over time. At the low value (3) of influencer attractiveness, the value of brand image increased from 2.75 to 4.75, while the value of brand loyalty increased from 1.56 to 1.92. At the middle value (3.67) of influencer attractiveness, the value of brand image increased from 2.75 to 4.75, while the value of brand loyalty increased from 1.72 to 2.28. At the high value (4.67) of influencer attractiveness, the value of brand image increased from 2.75 to 4.75, while the value of brand loyalty increased from 1.95 to 2.8. As a result, brand attractiveness has significant conditional effects on brand loyalty at significant low value (Effect=.1811; p=.0149; LLCI=.0356 and ULCI=.3267), middle value (Effect=.2795; p=.0000; LLCI=.1549 and ULCI=.4042) and high value (Effect=.4271; p=.0000; LLCI=.2524 and ULCI=.6019) of influencer attractiveness.

Finally, the research model is shown in Figure 2 in line with the results obtained.
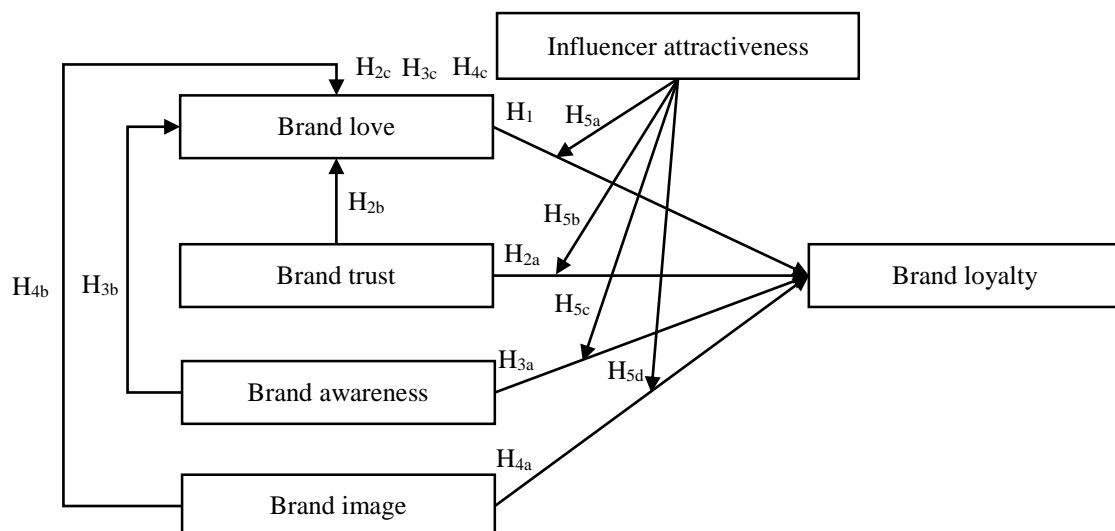
Figure 2. Model of the Research

DISCUSSION AND CONCLUSION

In this current study, it was found that brand trust, brand awareness, and brand image have both a significant direct effect on brand loyalty and a significant indirect effect on brand loyalty through the mediating role of brand love. At the same time, it is seen that the effect of brand trust, brand awareness and brand image on brand love is important, while the effect of brand love on brand loyalty is seen as significant. These results of the study support the results of some studies in the current literature (e.g. see; Aydın, 2017). However, contrary to the results of this study, there is also empirical evidence supporting that the effect of brand image on brand loyalty is not significant (Bernarto et al., 2020). It seems possible to explain this difference between the results of the research with the demographic characteristics of the participants and the characteristics of the brand or brands that are the subject of the research.

The research gap seen as a result of the literature review examined was filled by examining whether influencer attractiveness has a moderator role in the effect of brand image, brand love, brand awareness and brand trust on brand loyalty in this study. In this study, it has been seen that the interaction of brand love, brand trust, brand awareness and brand image with influencer attractiveness has a significant positive effect on brand loyalty. In other words, the synergy of the interaction of influencer attraction with brand trust, brand awareness, brand love and brand image is an important condition in building brand loyalty. As a matter of fact, it has been determined that there is a positive increase in the significant conditional effects of brand trust, brand awareness, brand love and brand image on brand loyalty, depending on the low, middle and high values of influencer attractiveness. As a result, influencer attractiveness from a consumer perspective is a remarkable measure of brand loyalty.

IMPLICATIONS

At the end of the study, it was concluded that brand promotion and advertising in the context of influencer marketing is basically a strategic approach to promote, build or increase brand loyalty. At this point, building strong brand loyalty as a result of influencer marketing activities means having a strong competitive advantage. Strong brand loyalty should be expected to provide a competitive advantage in adding value to the brand's products and services, perceived brand quality, perceived brand leadership, premium pricing, customer satisfaction, not losing existing customers, and generating financial income.

Influencer marketing activities from the consumer perspective are important in building brand loyalty. However, it should be noted that the customer's loyalty to the brand is not absolute. Brand loyalty can be related to the competition (more appropriate marketing strategies) of competing brands in the market from the consumer point of view. Indeed, collaborating with the right and appropriate influencers for brand promotion and advertisement is an important criterion for communicating with the right potential customers in the target audience. Because only when you collaborate with the right

and appropriate people it can be expected that it will be less costly and easier to deliver a consistent brand message to the right people, interact with them, build and maintain relationships, and ultimately build and maintain brand loyalty.

FUTURE RESEARCH DIRECTIONS

It does not seem possible to evaluate the results of the research on the whole target population in terms of both the sample size of the research and the demographic characteristics of the respondents. For this, more research is needed in the future in terms of different sample sizes and demographic characteristics within the framework of the subject of this study. Also, this study was done in a limited time, but the future studies may be done over a longer period of time. Thus, a longer-term (or longitudinal) study can provide more in-depth outputs and insights. Finally, brand experience and influencer expertise, which were not evaluated in this study, can be considered as additional variables in future studies.

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