

A Conceptual Framework about Centrality of Brand for You tuber (You tube Celebrity) in India: Critical Literature Review

Dr. Lokesh Jasrai, Associate Professor, Mittal School of Business, Lovely Professional University, Punjab

Dr. Suresh Kumar Kashyap, Professor, Mittal School of Business, Lovely Professional University, Punjab
Ankur Rana, Research Scholar, Mittal School of Business, Lovely Professional University, Punjab

Abstract

YouTube is a substance network that permits clients to upload, review, sharing, and make comment videos on the site. YouTube nowadays becoming big hot spots for marketing teams to promote their products as if we go through some facts, we came to know that globally advertising revenues of you tube is 4.7 billion US dollars as of quarter-4 (2019), which shows a growth of 30.5% over last year that makes You tube biggest online video platforms globally. Themain goal of this study is to design a conceptual model of Centrality of Brand and explored the model for human brands (You tube celebrity). To perform this study the research tool used is an extensive literature review. The result depicts a conceptual model in which brand love leads to brand devotion with some moderation effects and that further lead to Centrality of brand and also it indicates that this model is not only limited to the materialist brands, it is also applicable to human brands like You tubers (You tube celebrity).

Keywords: Brand love, brand devotion, centrality of brand, youtuber and moderation effect.

1. Introduction

Social media is seeing a fast development belonging to audio-video blogs (alluded as video blog) promoting that alludes to the paid sponsorship about vloggers to audit and aiming to promotenewly launched brands (Hill *et al.*, 2017). Video blog is frequently communicated via web-based networking media stages like YouTube. YouTube is a substance network that permits clients to upload, review, sharing, and make comment videos on the site. Vloggers engage, manage, record along with upload videos related to own life-style and items (new-brands) or administrations (Hill *et al.*, 2017; Lee and Watkins, 2016).

You tube nowadays becoming big hot spots for marketing teams to promote their products as if we go through some facts, we came to know that globally advertising revenues of you tube is 4.7 billion US dollars as of quarter 4 2019 which shows a growth of 30.5% over last year that makes You tube biggest online video platforms globally. There has been a growing trend identified among you tube advertising revenue,

in 2019 you tube advertising revenue is equal of 9.4 % Google total revenue which was 8.1% in 2018 and 7.3% in 2017. This is the reason that in this research paper, study has been conducted on You tube celebrities in India.Devotion mirrors the highest type of love and the uncommon significance, the clients appended to the brands to the degree that liken marks as their religion (Pichler and Hemetsberger, 2007). The intensity of brands drives a purchaser to try and penance an excellent cost for the brand name. Dedicated fans will keep on support their brands in any conditions (Pimentel and Reynolds, 2004). In the event that buyer brand relationship for explicit brand or item is high, it will help up the brand loyalty for that brand or item. The inevitable phase of a passionate buyer brand relationship is brand devotion (Sarkar et al, 2016).

1.1 Brand Devotion

One of the making examination zones in branding is Consumer Devotion towards brands an enormous bit of the masters these days doing research on devotional relationship among

brands and customers in the field of branding (Pimentel and Reynold, 2004; Sarkar and Sarkar, 2015; Pichler and Hemetsberger, 2007; Ortiz, Reynolds, and Franke, 2013). First time Consumer Devotion as autonomous thought was impelled by Pimentel and Reynold (2004). According to Pimentel and Reynolds (2004), the part of buyer devotion is a potential expansion of brand value dependent on shoppers rather than brands.

1.2 Brand Love

Love is referred to as “an attitude held by a person towards a particular other person, involving predispositions to think, feel, and behave in certain ways towards that other person” (Rubin, 1970). “A Triangular theory of love” (Sternberg, 1986) considered as one of the most noteworthy responsibility towards describing love which manifests that passion, intimacy along with commitment are three important elements of love. Love is reflected by feelings, insights and lead of the customer (Lastovicka and Sirianni, 2011 and Shimp and Madden, 1988). Clients' enthusiasm for their brand, association of the purchaser for brand, evaluation of the brand in positive way, sentiments towards brands along with disclosure of love towards specific brand are utmost characteristics that shows the customer love for that brand. An eager and an enthusiastic tendency by the customer for a specific brand name is considered as brand love (Carroll and Ahuvia, 2006). A major distinguish between brand love and relational love relational love is bi-directional, while the brand love is uni-directional considering the way that, a brand can't react.

1.3 Centrality of Brand (COB)

Centrality of Brand as the concept given by Sarkar and Sarkar (2017). In their study, they have extracted and defined COB in the view of COR which means Centrality of religion. COR is defined as “the centrality, importance or salience of religious meanings” in individual life. In this, researcher also explains the five dimensions of COR which are ideology, intellectual, experience, public and private practice. As earlier research shows that persons' view of brand meaning can be fundamentally considered as a view of religious manifests and meanings (Sarkar et al., 2015 and Pichler and

Hemetsberger, 2007), it can also be placed that COR with related to the religious community can be fundamentally proportionate to CoB with regards to a brand community. So, taking reference from Huber and Huber (2012) COR construct, Sarkar and Sarkar (2017) defined their construct COB as “perceived importance or centrality of brand meanings in the life of a brand devotee”. As per their study COB, is higher-order reflective construct which comprises of five dimensions namely brand experiences, brand ideology, brand intellectual, public as well as private brand rituals.

2. Literature Review

To develop a conceptual framework, an extensive literature review has been done. In this first literature review has been done to identify the antecedents or predictors of brand love. The brand- experience alludes to feelings that the customer feels about the brand which depends on their related knowledge of shopper with that brand. The brand-experience go about as significant precursor of brand love (Garg *et al.*, 2015). Shoppers the individuals who have positive brand encounters with their brand, they love their brand. Purchasers love those brands that include shoppers' faculties and contact the core of buyer. The brand-experience has been identified by Brakus, Schmitt and Zarantonello (2009) as inward and abstract reaction of a person towards a brand which comprises of tactile, emotional, social and scholarly measurements evoked by brand related upgrades. There are so many researches has been done which states the positive impact of brand experiences on brand love (Roy *et al.*, 2013). Similarly, Sarkar (2011) in his study described brand experience as major antecedent for Brand Love. Similarly, in the study done by Brakus, Schmit and Zarantonello (2009), it has been conceptualized that Product hedonism positively impact Brand experiences. Product hedonism is basically sensory experiences of the product felt by the customer through touch, smell, seeing and Taste. As indicated by Escalas and Bettman (2003), purchasers pick or select their brands to build up their selves and to achieve their personality objectives which implies they attempt to develop their character from their brands. Brand Identification is

defined as the extent to which consumers see his/herself-image as character of overlapping the brand image. Various researches described that Brand identification significantly impact brand love and it is major antecedent and predictor of Brand love (Bergkvist and Bech-Larsen, 2015, Albert & Merunka, 2013, Huber et al., 2015, Carroll & Ahuvia, 2006, Kaufmann et al., 2016, Wallace et al., 2014). Brand Image is a significant component of incredible brands which permits brand to have a distinguish separation in their competitor brands (Aaker, 1996). A brand-image is comprised of brand affiliations, consists observations related to brands' features as reflected by the brand affiliations remain in the shoppers' memory. As per Ismail and Spinelli (2012), Brand Image has positive influence on Brand love. Similarly, study done by Sarkar and Sarkar (2016), Brand Image has direct effect on brand love. In the constructs Brand Love and Brand devotion which are explained earlier in the introduction phase, it has been witnessed that Brand Love leads to Brand devotion. There are so many researches conducted by the researchers which alludes the positive effect of brand love on the specific brand devotion (Sarkar & Sarkar, 2016 and Wang et al., 2018). Also, along with that the study done by Wang et al. (2018) explained that the impact of brand love on brand devotion is moderated by two constructs Substitute role of Individual religiosity and particular Sense of relatedness (belongingness) to brand-community. Which means if an individual possesses higher religious beliefs then there is very low chance of convergence of specific brand-love to specific brand-devotion and similarly if the customer is having high interest in belonging to community then there is high chance of convergence of brand love to brand devotion. In a summarized way Person's individual religiosity weakens the association between brand love and Brand devotion whereas Sense of belonging strengthens the association between brand devotion and brand love and in that way these two moderate the association between these two. In the research conducted by Sarkar and Sarkar (2017), a new concept has been identified named as COB (Centrality of Brand). COB is considered as "perceived importance or centrality of brand meanings in

the life of a brand devotee". As per their study COB is higher order reflective construct and in the same research it has been identified that Brand devotion leads to Centrality of Brand. Similarly, in the research conducted by Wang et al., (2018) identified as positive and direct effect of Brand devotion on the Centrality of brand.

3. Conceptual Framework

The aim of this study is to design a conceptual framework describing customer attitudes towards Centrality of Brand or Brand Religiosity for that particular brand. In this research we have taken YouTube celebrities' channels as brand and we tried to conceptually relate the model with that brand. There are two phases in that study, in the first one conceptual model has been framed and in the second phase that model is explored for YouTube celebrity channels as brand.

Phase 1 Conceptual model

As per the above literature done it has been identified that there are three antecedents of Brand love which are Brand Image, Brand-Identification and Brand Experiences. So, there are three propositions which are derived from above literature.

Proposition 1: Brand Image positively affects Brand Love

Proposition 2: Brand Identification positively affects Brand Love

Proposition 3: Brand Experiences positively affects Brand Love

Also, from the above literature it has been found that Product hedonism positively influences Brand Experiences.

Proposition 4: Product hedonism positively influences Brand Experiences.

Similarly, from above literature work we have described how brand love leads to brand devotion and Brand devotion further leads to Centrality of Brand (COB).

Proposition 5: Brand Love positively affects Brand Devotion.

Proposition 6: Brand Devotion positively influences Centrality of Brand (COB)

Also, in above literature we have identified two moderators Sense of Belonging to community and Substitute role of Individual Religiosity which moderate the relationship between brand love and brand devotion. So, from above

discussion and literature review two propositions aroused

Proposition 7a: Sense of the Belonging to community moderate's association between brand love and brand devotion in such a way that strong sense of belonging strengthens the effect of brand love on brand devotion while weak sense of belonging weakens the transition from specific brand love to brand-devotion.

Proposition 7b: Individual Religiosity moderates' association between brand love and brand devotion in such a way that strong Individual Religiosity weakens the transition from specific brand love to devotion while weak Individual Religiosity strengthen the effect of brand love on brand devotion.

Based on above propositions and literature work following conceptual model has been developed (Fig.1).

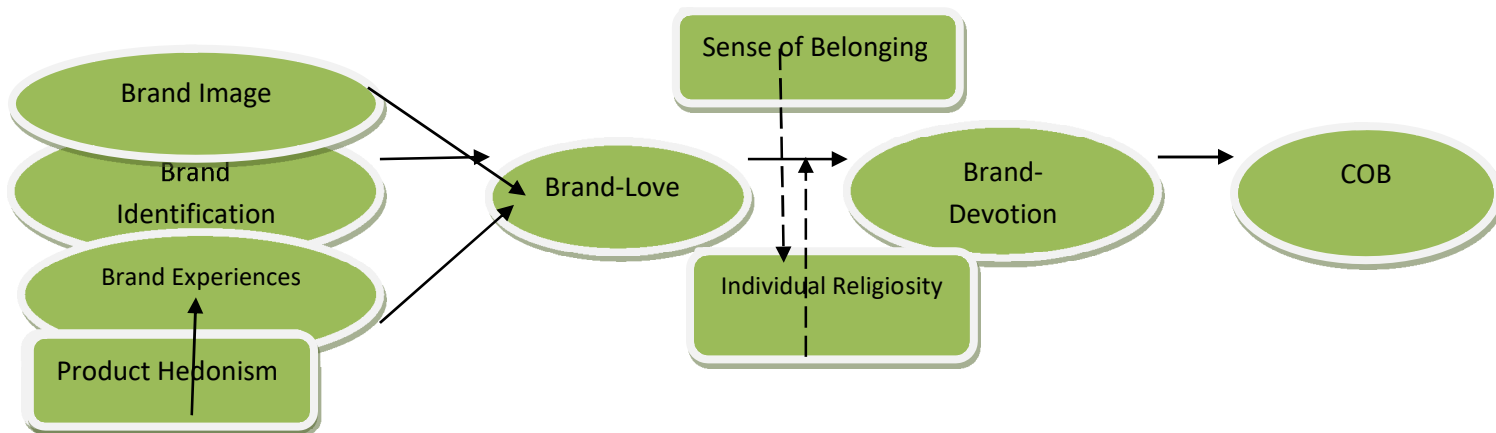


Fig. 1 Conceptual Framework

Phase 2: Exploration of Model for You tube Celebrity channels as brands.

As discussed earlier nowadays you tube becomes one of the biggest online video platforms where vloggers upload their videos and most of the viewers their view their videos on regular basis. Through this research paper above conceptual model will be explored for influencing popularity of you tube celebrity channels. Now as discussed earlier three dimensions lead to brand love, brand image as discussed earlier is set of components in the brand which distinguish it from their competitors. Same can be identified in the you tube celebrity channels as it has been found many times that viewers, they vote their favorite celebrity in comparison to another. Similarly, it has been also seen that most of the viewers express their own selves in the light of their YouTube celebrity channel, they try to develop their personality as of their celebrity. Most of the viewers show their positive sensory experiences by clicking on the like button on their videos, sharing their videos.

Thomson et. al., (2006) is the researcher who developed this concept of human brand. Thomson et. al., (2006) manifested that human brand satisfies self-rule needs or belonging needs, a shopper is bound to become emphatically joined to it and start loving it. Viewers feel such as vloggers share individual data or mysteries. Despite the fact that vicinities and equal trades/connections are 'nonexistent' (or illusory) social connections, customers are bound to build up a connection to vloggers. The connection is fortified by the recurrence of pieces, term of articles, and by watchers' recollections (i.e., review of these trades furthermore, encounters). Watchers grow genuine sentiments of fondness for the vloggers' superstar and feel like they have a genuine relationship with said superstar. Viewers represent their love by interacting through comments and getting live and ask questions to their celebrities about their personal life. YouTube channels are the source of entertainment for viewers which they can view from their houses and their comfort zone but when these viewers become devotee for their

You tube celebrity, they go beyond their comfort zone and went outside in event like You tube Fanfest to watch their celebrity live on stage showing their human brand devotion. So, based on above discussion it has been found that the above conceptual model is not only limited to the materialist brands, it is also applicable to human brands like You tubers.

4. Conclusion

In summary firstly, a conceptual framework has been done to establish a conceptual model for centrality of brand which states that three antecedents of brand love positively influence brand love, which further establish the transition from brand love to brand devotion with the moderation effect of Sense of belonging and Individual religiosity. Then Brand devotion will further lead to Centrality of Brand thus making conceptual model of it. Secondly it has been identified this model is not only limited to the materialist brands, it is also applicable to human brands like You tubers (You tube celebrity). By using this model managers can get help in knowing the popularity level of You tube celebrity and what level of engagement he is able to establish with his/ her viewers which will further help companies to identify right persons for advertising their brands. The limitation of this research is that the present study is based on the conceptual framework explored from the extent literature and in future research it can be validated.

References

- Aaker, D.A. (1996), Building strong brands, *The Free Press, New York, NY*.
- Albert, N. and Merunka, D. (2013), The role of brand love in consumer- brand relationships, *Journal of Consumer Marketing* 30/3, pp. 258–266.
- Bergkvist, L. and Bech-Larsen, T. (2015), Two studies of consequences and actionable antecedents of brand love, *Journal of Brand Management*, 17, pp. 504-518.
- Brakus, J.J., Schmitt, B.H., and Zarantonello, L. (2009), Brand experience: what is it? How is it Measured? Does it Affect Loyalty?, *Journal of Marketing*, 73(3), pp. 52-68.
- Brun, A. and Castelli, C. (2013), The nature of luxury: a consumer perspective, *International Journal of Retail & Distribution Management*, 41 (11/12), pp. 823-847.
- Carroll, B.A. and Ahuvia, A.C. (2006), Some antecedents and outcomes of brand love, *Marketing Letters*, 17 (2), pp. 79-90.
- Escalas, J.E. and Bettman, J.R. (2003), You are what they eat: the influence of reference groups on consumers' connections to brands, *Journal of Consumer Psychology*, 13 (3), pp. 339-348.
- Garg, R., Mukherjee, J., Biswas, S. and Kataria, A., (2015), An investigation of antecedents and consequences of brand love in India, *Asia-Pacific Journal of Business*, 7 (3), pp. 174-196.
- Hassan, M., Luis, V. and Arino, C. (2016), Consumer devotion to a different height: how consumers are defending the brand within Facebook brand communities, *Internet Research*, 26 (4).
- Hegner, S.M., Fenko, A. and Avest, A.T., (2017), Using the theory of planned behaviour to understand brand love, *Journal of Product & Brand Management*, 26 (1).
- Hemetsberger, A., Kittinger, C. M.T. and Friedmann, S., (2009), Bye bye love-why devoted customers break up with their brands, *Advances in Consumer Research*, 36, pp. 430-437.
- Hill, S.R., Troshani, I., Chandrasekar, D., (2017), Signaling effects of vlogger popularity on online consumers, *Journal of Computer Information System*, pp. 1–9.
- Huber, F., Meyer, F. and Schmid, D.A., (2015), Brand love in progress-the interdependence of brand love antecedents in consideration of relationship duration, *Journal of Product & Brand management*, 24(6).
- Ismail, R.A. and Spinelli, G., (2012), Effects of brand love, personality and image on word of mouth", *Journal of Fashion Marketing and Management: An International Journal*, 16(4), pp. 386 -398.
- Jain, V., Roy, S. and Ranchhod, A. (2015), Conceptualizing luxury buying behavior: the Indian perspective, *Journal of Product & Brand Management*, 24 (3).
- Kaufmann, Ruediger S., Corriea, Maria S. and Manarioti, Agapi L., (2016), Exploring behavioural branding, brand love and brand co-creation, *Journal of Product & Brand*

Management, 25, (6).

Ladhari, R., Massa, E. & Skandrani, H. (2020), YouTube Vloggers' popularity and influence: The roles of homophily, emotional attachment and expertise, *Journal of Retailing and Consumer Services*, 54, pp.

Ortiz, M. H., Reynolds, K. E. and Franke, J. R. (2013), Measuring consumer devotion: antecedents and consequences of passionate consumer behavior, *Journal of Marketing Theory and Practice*, 21 (1), pp. 7-29.

Pichler, E.A. and Hemetsberger, A. (2007), Hopelessly devoted to you - towards an extended conceptualization of consumer devotion, *Advances in Consumer Research*, 34, pp. 194-199.

Pimentel, Robert W., and Kristy E. Reynolds (2004), a model for consumer devotion: affective commitment with proactive sustaining behaviors, *Academy of Marketing Science*, (5), pp. 1-48.

Regina Burnasheva, Yong Gu Suh & Katherine Villalobos-Moron (2019), Sense of community and social identity effect on brand love: based on the online communities of a luxury fashion brands, *Journal of Global Fashion Marketing*, 10 (1), pp. 50-65.

Roy, Kumar S., Eshghi, A. and Sarkar, A., (2013), Antecedents and consequences of brand love, *Journal of Brand Management*, 20(4), pp. 325-332.

Sarkar, A. and Sarkar, Galhot J., (2017), Sing Hosanna for the brands: the process of substituting religion with brand, *Society and Business Review*, 12 (1), pp. 33-45.

Sarkar, A. and Sarkar, Galhot J. (2015), Development of theoretical framework for brand devotion, *The Marketing Review*, 15 (2), pp. 185-199.

Sarkar, A. and Sarkar, Galhot J., (2016), Devoted to you my love: brand devotion amongst young consumers in emerging Indian market, *Asia Pacific Journal of Marketing and Logistics*, 28 (2).

Sarkar, A., (2011), Romancing with a brand: A conceptual analysis of romantic consumer-brand relationship, *Management & Marketing Challenges for the Knowledge Society*, 6 (1), pp. 79-94.

Schouten, J.W., & Mc Alexander, J.H. (1995),

Subcultures of consumption: An ethnography of the new bikers, *Journal of Consumer Research*, 22(1), 43-61.

Shukla, P. (2011), Impact of interpersonal influences, brand origin and brand image on luxury purchase intentions: Measuring interfunctional interactions and a cross-national comparison, *Journal of World Business*, 46(2)

Shukla, P. (2012), The influence of value perceptions on luxury purchase intentions in developed and emerging markets", *International Marketing Review*, 29(6), 574-596.

Sreejesh, S., Sarkar, A. and Roy, S., (2016), "Validating a scale to measure consumer's luxury brand aspiration, *Journal of Product & Brand Management*, 25 (5), pp. 465-478.

Sternberg, R. J. (1986), A triangular theory of love, *Psychological Review* 93(2), pp. 119-135.

Thomson, Matthew, MacInnis, Deborah J. and C. Whan Park (2005), The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachment to Brands, *Journal of Consumer Psychology*, 15 (1), pp. 77-91.

Thorne, S. and Bruner, Gordon C. (2006), An exploratory investigation of the characteristics of consumer fanaticism, *Qualitative Market Research: An International Journal*, 9(1), pp. 51-72.

Vernuccio, M., Pagani, M., Barbarossa, C. and Pastore, A. (2015), Antecedents of brand love in online network-based communities. a social identity perspective, *Journal of Product & Brand management*, 24 (7).

Wallace, E., Buil, I. and Chernatomy, L. (2014), Consumer engagement with self expressive brands: brand love and WOM outcomes, *Journal of Product & Brand Management*, 23/1, pp. 33-42.

Wang, C.L., Sarkar, A. & Sarkar, J.G. (2018), Building the holy brand: Towards a theoretical model of Brand Religiosity.

