Analysis of Factors Affecting Brand Love and Its Effect on Purchase Intention through Mediation of Word of Mouth Advertising

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ABSTRACT:

Purpose of this paper- The purpose of this study is to determine the factors affecting brand love and its effect on purchase intentions through the mediation of word-of-mouth advertising of cosmetics products in the market of Iran.

Methodology- The study's statistical population consisted of all customers of cosmetics brands of Lirac, Phyto, and Doctor Murad brands in Iran. Using random cluster sampling, 1500 of them were considered as a sample of the research. For data collection, a standard questionnaire was used with 45 questions. Cronbach's alpha coefficient was used to measure the reliability of the questionnaire.

Findings- The results of the research showed that the brand's images, as well as the brand's trust, did not have any significant effect on the popularity of these brands among Iranian customers. However, social identity, popularity, image, and word-of-mouth advertising of the studied brands have significantly affected Iranian customers' purchase intentions.

Value of paper- In a more comprehensive perspective, the present research examines the impact of the three main variables of brand image, brand trust, and social identity on brand love, and also the simultaneous impact of brand image and brand love on word-of-mouth advertising on a brand.

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1. Introduction

The market for cosmetic products is one of the largest, most attractive, and unknown markets for consumer goods. Despite its large dimensions and accelerating growth, it has been less attractive to Iranian researchers. Domestic research shows Iran's cosmetics market value is about $ 2 billion. Iran is ranked as the second consumer in the Middle East after Saudi Arabia, and it has a seventh place in the world regarding cosmetic products consumption. Iran's cosmetics market is one of the largest cosmetics markets in the Middle East and the seventh cosmetics market in the world.

According to a recent study, in the past thirty years, no information has been available from the Central Bank and other Iranian official sources on the size of the cosmetics market in Iran and the role of cosmetics in Iranians' household expenditure basket. The TMBA has announced that 30 percent of cosmetics in the Middle East region are consumed in Iran, and Iran is the seventh most cosmetics-consuming country in the world. Since the skin products market is highly competitive, one of the critical success factors is having long-term relationships with customers (Boubker and Naoui, 2022). Bharat Research Center, a London-based research center, estimates this figure at $2 billion. Among the countries of the Middle East, Iran stands at $ 2.1 billion, shortly after Saudi Arabia, and it is in seventh place in the world.

The entry of cosmetic products into the list of goods offered in online stores and the increasing desire of Iranian customers to purchase these products on the Internet has led to an increase in the range of choice and access of Iranian customers to these products. These cases make this question come to the minds of researchers: which components affect the purchase intention of Iranian consumers? What is the image of different brands in this product category in customers' minds? Perhaps in response to this question, in the first place, it can be said that the well-known and reputable Brand in cosmetic products and its desirable image in the minds of customers is one of the most important considerations for customers in choosing these products (Diamantopoulos, Schlegelmilch, and Palihawadana,2011). Believe that the brand image of a product category (such as cosmetic products) will affect the purchase intention of those products (Levy,1978). Believes that the brand image is made up of the combination of the physical reality of a product and the personality and emotional beliefs that arise from that place (Dobni and Zinkhan,1990) .Consider the brand image as a process in which the consumer identifies the Brand. The brand image gives consumers a clear picture of brand features. These qualities can include quality, price, and variety.

Also, the brand image can lead to word-of-mouth advertising. An attractive, positive, and affectionate brand image can voluntarily and involuntarily stimulate the consumer into speaking about the Brand (Hawkins, Best, and Coney, 2004) so that brand image is one of the major

prerequisites for word-of-mouth (Yavas and Shemwell,1996). Eventually, the brand image can create a specific product identity, enabling the customer to see himself in an emotional-personality link with that Brand. For example, with increasing awareness and the level of consumer culture, and their increasing attention to the environment and the concerns of environmental pollution, such as non-standard and pathogenic cosmetics, the increasing attention to the issue of human health in the consumption of these products has become a crucial issue for consumers. Many customers are not willing to change their trustworthy cosmetic Brand easily. Therefore, creating an emotional relationship beyond satisfaction is necessary to build brand loyalty and trust in a highly competitive cosmetics market. For this to happen, there must be an impossible division and unbreakable loyalty (Aron, Paris, and Aron, 1995). Unbroken brand loyalty means that the customer must have a powerful emotional relationship with the Brand and consider the Brand the best Brand and the best supplier of needs. These customers are looking for their respective brands and not looking for a replacement for them (Fournier, 1998). This 1998 study has drawn attention to brand love as a long-term relationship, and Fournier and Mick's (1999)studies have shown that the most satisfaction is when customer satisfaction from a brand becomes brand love.

The component of social identity is one of the variables that researchers believe can have an impact on brand love (Rodrigues and Reis, 2013). The Brand's social identity refers to the level of dependency that a person feels on other people in the community due to his desired brand name (Bergkvist and Bech-Larsen, 2010). A customer's identification of a brand can affect their social sense of the Brand. The more the customer knows a brand, the more socially stimulated the customer's feelings (Bagozzi and Dholakia,2006). Conversely, the more an individual is likely to be aroused to a brand, the more he will know about the Brand(Rodrigues and Reis,2013) . Another vital component is brand trust. Brand trust can be an essential factor in maintaining and attracting more customers. The Brand is one of the main parts of a product and service. The higher the strength and credibility of a brand, the more sales it can make. Choosing a safe way for branding and advertising in this area increases trust-building speed (Turgut and Gultekin,2015).

Finally, brand love created by trust, brand image, and social identity can lead to word-of-mouth advertising and purchase intentions (Carroll and Ahuvia ,2006). consider positive word-of-mouth as one of the apparent implications of brand love, and (Sallam,2014) also mentions positive word-of-mouth as one of the most important results of brand love. Dick and Basu (1994) showed that positive verbal statements are one of the hallmarks of commitment. Commitment as a kind of affiliation leads to progressive behaviors of consumers, particularly when consumers find an emotional commitment to the Brand and identify themselves with brand values and attitudes,

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which in turn helps to grow the Brand. Consequently, in this case, they show progressive behaviors such as positive word-of-mouth (Hur, Ahn, and Kim,2011). Ultimately, researchers believe that word-of-mouth advertising resulting from brand love can be effective in purchasing intentions, and Yasin and Shamim (2013) have also confirmed the threefold relationship between purchase intention, brand love, and word-of-mouth advertising. The consumer may want to make purchases for the best Brand. In either case, two factors are involved in buying and deciding what to buy (Lamb Jr and Hair Jr,2000). The brand love and positive word-of-mouth advertising that is being done about it can affect choosing the Brand and preferring it to other brands (Wang,2011). The main goal of this research is to answer these questions about whether the brand image can affect the purchase intention of cosmetics products. Do word-of-mouth advertising and brand love have a mediator role? What is the role of brand trust and identity as independent variables affecting purchase intention?

Understanding the factors affecting the Brand's success and popularity in these brands is also essential. Perhaps the success of many domestic and international cosmetics manufacturers today and in the future is based on knowing the correct factors. Companies can increase the chances of success and ultimately increase their presence in competitive cosmetics markets by identifying the variables that create the most popularity and emotional affiliation of customers with the Brand.

2. Background research

2-1. Brand image and brand love

Brand image is a collection of perceptions that exist in the minds of consumers. In other words, consumer perception of product features. The customer forms an image of a combination of all the signs the Brand sends, including names, apparent signs, products, advertisements, messages, official announcements, etc. (Dobni and Zinkhan,1990). These perceptions can be reduced from the consumer's minds about the Brand by proper markers and increase consumer satisfaction and loyalty. Research shows that the Brand is not directly affected by the fleeting emotions of the consumer, but these emotions indirectly affect the Brand's image(Rageh Ismail and Spinelli, 2012). Brand image forms brand personality in customers' minds (Singh,2013). Nowadays, the nature of marketing is such that brand love is a higher concept than brand dependency(Vernuccio, Pagani, Barbarossa, and Pastore,2015; Thomson, MacInnis, and Whan Park,2005) [23][24]. Customer interaction is remarkably affected by Brand image and brand love. In addition, Brand love can mediate between the brand image and the relationship with the customer, while customer interaction also affects customer loyalty (Islam and Z. Rahman,2016). So gradually, the brand

image can transform customer perceptions and imagery in a way that brings brand love to them. Much research has been done on the relationship between brand image and brand satisfaction or loyalty, but the context of the relationship between brand image and brand love is among the few studies (Unal and Aydın,2013). More unique brands create brand love among consumers (Ahuvia, E. Izberk-Bilgin, and K. Lee,2022). As a result, the first sub-hypothesis has been developed as follows:

Hypothesis 1: Brand image has a significant effect on brand love.

2-2. Brand trust and brand love

Brand trust has many benefits for a company. Trust is believed to be the cornerstone of the consumer-brand relationship (Morgan and S. D. Hunt,1994). Brand trust can be an essential factor in maintaining and attracting more customers. The Brand is one of the main parts of a product and service. The higher its power and credibility, the more sales it can make. Choosing a safe way for branding and advertising in this area increases confidence-building speed (Turgut and Gultekin,2015;. In this regard, consumer behavior researchers have shown that, as in interpersonal relationships, trust leads to love among people (Hazan and Shaver,2017).

In the same way, consumers who trust a brand can love it (Albert, Merunka, and Valette-Florence,2008). Brand trust has many advantages for a company, including popularizing the Brand for the customer (Elliott and Yannopoulou,2007). In addition, consumers are more likely to buy brands that they trust. Trusting the Brand can cause emotional relationships with the Brand. Brand love helps companies build long-term customer relationships (Fournier,1998). The behavior of brand enthusiasts in today's societies shows that brand love and customer respect can balance the relationship between trust and brand loyalty (Song, Wang, and Han,2018). Loyalty and Brand love originates from the quality and value of the product and customer satisfaction, which leads to emotional attachment to the Brand but are also entirely influenced by brand trust (Atulkar,2020).

Additionally, when consumers like a brand, they lead to positive word-of-mouth advertisements about the Brand. They tend to mention its benefits and recommend it to relatives, friends, family, etc.(Carroll and Ahuvia ,2006). Similarly, it has been shown that consumers who trust a brand can love it. Finally, it has been proved in numerous studies that brand awareness, which affects satisfaction, brand image, and brand trust, leads to emotional affiliation to the Brand (Park and Stoel,2005). As a result, the second sub-hypothesis has been expanded as follows:

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Hypothesis 2: Brand trust has a significant effect on brand love.

2-3. Social identity and brand love

The person's perception of his social position is called the social mentality of the Brand, i.e., how do others see us? How do we appear in groups? What roles do we have in society? How is our social base? How are others with us, and how are we with others? Researchers have found that brands representing individuals include an individual's inner and social self. Therefore, due to their long-term relationship with customers, brands can reflect an attractive inner and social self through the use of the Brand, especially if the brand personality is aligned with the customer's personality (Carroll and Ahuvia ,2006). In the study(Aron, Paris, and Aron,1995), which aims to investigate the relationship between the social self and brands, it is clear that trademarks reflect an attractive social self for a person and loving brand names and brands from customers in this field represents more identity (Ahuvia,2005). also showed that the reflection of the social self by the Brand in consumers is a source of more love for the Brand. Also, this social self by the Brand makes more word-of-mouth advertising by the customer (Al-Haddad,2019). Their studies concluded that social identity, brand image, and customer satisfaction are determinative of brand love. As a result, the third sub-hypothesis has been developed as follows:

Hypothesis 3. The social identity of a brand has a significant effect on brand love.

2-4. Brand love and word-of-mouth advertising

Researchers have confirmed the importance of word-of-mouth advertisements as a key driver for the company's sales. Researchers have also evaluated word-of-mouth advertisements' importance in regional sales (Chevalier and Mayzlin,2006). Researchers have also shown that customer buying behavior and decisions are influenced by the critical role of word-of-mouth advertising (Iyer and Griffin,2021). Dick and Basu (1994) showed that positive verbal statements are one of the hallmarks of commitment. Commitment as a kind of affiliation leads to consumer-driven behaviors, particularly when consumers find an emotional commitment to the Brand, identify themselves with brand values and attitudes, and in turn, help grow a brand. As a result, they show progressive behaviors such as positive verbal statements (Hur, Ahn, and Kim,2011). Other studies argue that emotional commitment develops and maintains beneficial bilateral relationships(Karjaluoto, Munnukka, and Kiuru,2016). Ultimately, researchers believe customers who love their brands use more emotional words orally and by word of mouth and are always

looking for positive advertisements for their favorite brands (Carroll and Ahuvia,2006). As a result, the fourth sub-hypothesis has been developed as follows:

Hypothesis 4: Brand popularity has a significant effect on oral advertising.

Brand image and Word-of-mouth advertisements

A brand image can lead to word-of-mouth advertising. An attractive, positive, and affectionate brand image can voluntarily and involuntarily stimulate the consumer into speaking about the Brand (Hawkins, Best, and Coney,2004), so that brand image is one of the major prerequisites for word-of-mouth advertising (Yavas and Shemwell,1996). Hung (2008) also found that improving brand image would increase brand loyalty among customers and increase the amount of word-of-mouth advertising. Unal and Aydın (2013) found a positive and significant relationship between Brand Image and Brand Love, Brand Loyalty, and Word-of-mouth advertisements. The result of the fifth sub-hypothesis is expanded as follows:

Hypothesis 5: Brand image has a significant effect on word-of-mouth advertising.

Word-of-mouth advertisements and purchase intentions

Word-of-mouth advertising is essential because it provides consumers with critical information about an organization and, in many cases, helps them decide if they want to support it. As a result, word-of-mouth advertising helps organizations attract new customers (Maxham,2001). Nowadays, communication or word-of-mouth advertising is of great interest to managers and market researchers since it has a significant impact on the attitudes, preferences, decisions, and behaviors of consumers of goods and services (Molinari, Abratt, and Dion,2008) and, therefore, the value of word-of-mouth advertising is due to its impact on actual and potential customers. Positive comments from satisfied customers can increase purchases (Ennew, Banerjee, and li,2000). On the other hand, most commercial advertisements are a one-way communication flow, but word-of-mouth advertising is truly a communication and interaction. This means that the flow of the message is two-sided (Derbaix and Vanhamme,2003). Many studies have shown that word-of-mouth advertising is more effective than communicating through other sources, such as commercial advertisements or written recommendations, because they provide more reliable information than they do (Bambauer-Sachse and Mangold,2011).

On the other hand, researchers consider positive word-of-mouth advertising as one of the apparent implications of brand love. They believe that word-of-mouth advertising resulting from brand love can affect purchase intentions. Yasin and Shamim (2013)have also confirmed the threefold relationship between purchase intention, brand love, and word-of-mouth advertising. The results of a study show that the endorsement of famous people affects consumers' understanding

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of brand attractiveness and significantly impacts their purchase intention (Lau, Ng, Chan, and Cheung,2022). As a result, the sixth sub-hypothesis has been developed as follows:

Hypothesis 6: Word-of-mouth advertisements have a significant effect on purchase intentions.

Therefore, by combining the relationships in the six developed hypotheses, the conceptual model of the research is shown in Figure 1:
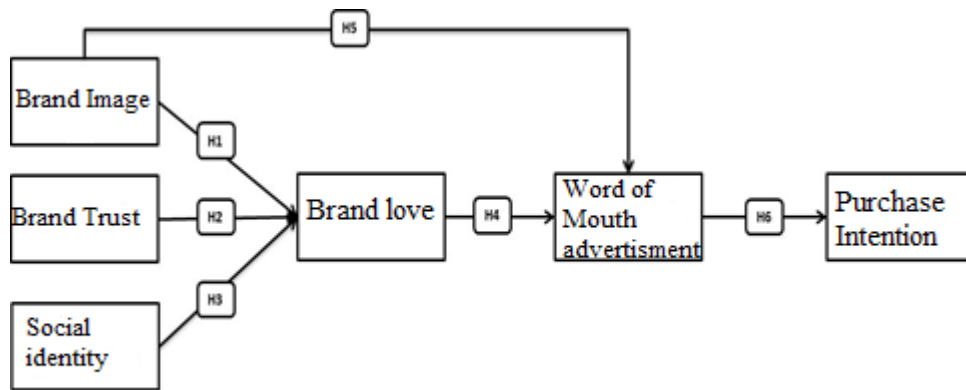

Figure 1. Conceptual model of the research

In past studies, dimensions such as brand trust, brand image, social identity, and so on have been investigated as factors influencing brand love, and dimensions such as brand love and word-of-mouth advertising have been investigated as factors influencing purchase intention of products and goods. However, these factors have all been investigated individually. For example, researchers have only sought the relationship between brand image and brand love in some studies. In others, the relationship between brand trust and brand love has only been sought by researchers. In some others, the relationship between brand image and purchase intention was only sought by researchers. Still, in a more comprehensive perspective, the present research examines the impact of the three main variables of brand image, brand trust, and social identity on brand love, and also the simultaneous impact of brand image and brand love on word-of-mouth advertising on Brand and, finally, it examines the impact of word-of-mouth advertising on purchase intention of customers in the branch of the desired product.

3. Methodology of research

This study is practical developmental research in terms of its purpose. On the other hand, in terms of nature and method, this study is a descriptive survey and correlational research. The statistical population in this research is all the customers of cosmetics brands Lirac, Phyto, and

Doctor Murad in Iran, so the statistical population of this study was unlimited. The sampling method in this study was random sampling, which means that all cosmetics customers of Lirac, Phyto, and Doctor Murad brands in Iran have been surveyed in the provinces of ..., and they have been sampled.

Using the Cochran formula, the sample size was estimated to be about 1,500. A researcher-made questionnaire with 45 questions has been used with a 5-point Likert scale for data collection. Face validity and content validity were used to measure the questionnaire's validity. In this research, Cronbach's alpha coefficient was used for reliability measurement. The total alpha of the questionnaire was calculated to be 0.937.

4. Data analysis method

In this study, to measure and analyze the data, obtain the mean and standard deviation in each question from the questionnaire, the frequency distribution of the answers given to each question, and the column graph in a 5-point Likert scale, descriptive statistics with Spss software was used. In the inferential statistics section, structural equation modeling with Amos software has been used to test the hypotheses.

The highest proportion of the research sample in terms of age are women aged 31-40, with 37.5%.

The highest proportion of the research sample in terms of education is women, with postgraduate education accounting for 40%.

The highest proportion of the research sample in terms of occupation is female teachers, with 20.2%.

The highest proportion of the research sample in terms of income is people with income between $450 and $900, with 37.8 percent.

The highest proportion of the research sample in terms of average monthly income comprises people with less than 20% of their monthly income spent on clean beauty products, which accounts for 35.6%.

The descriptive statistical analysis of the research variables is also presented in Table 1:

Table 1. Descriptive Analysis of Research Variables

	Variables	Variance	Standard Deviation	Mean
1	Brand Image	.558	.747	2.87
2	Brand Trust	.431	.656	2.65
3	Social identity	.323	.568	3.10
4	Brand love	.377	.614	3.73
5	Word-of-mouth advertisement	.281	.529	3.82
6	Purchase Intention	.409	.639	3.81

As the table shows, in the first place, every 1500 research sample population responded to 45 research questions about the main variables, and there were no unanswered questions. In the next step, attention to the minimum and maximum response rates shows that in the majority of research variables, all five types of opinions have been from "Strongly disagree" to "Strongly agree," but in the variable of "brand trust," none of the individuals responded to this variable as "Strongly Agree," so the highest rate of response has been "agree."

Also, according to the calculated mean index, the highest mean was related to the word-of-mouth advertising variable, and the lowest was for the brand trust variable. In the standard deviation index, the most dispersion was related to the "brand image" variable, and the least was related to the variable of "word-of-mouth advertising."

Examining the normality of the statistical sample to perform structural equations parametrically, the default of normality of data and variables is necessary. Kolmogorov-Smirnov and Skewness - kurtosis tests have been used to measure the normality of the data in this study.

The overall output of the software for the whole structural model of the research is presented in Figure 2, considering all intrinsic and exogenous variables. This output gives the factor loadings for each path defined in the research's structural model.
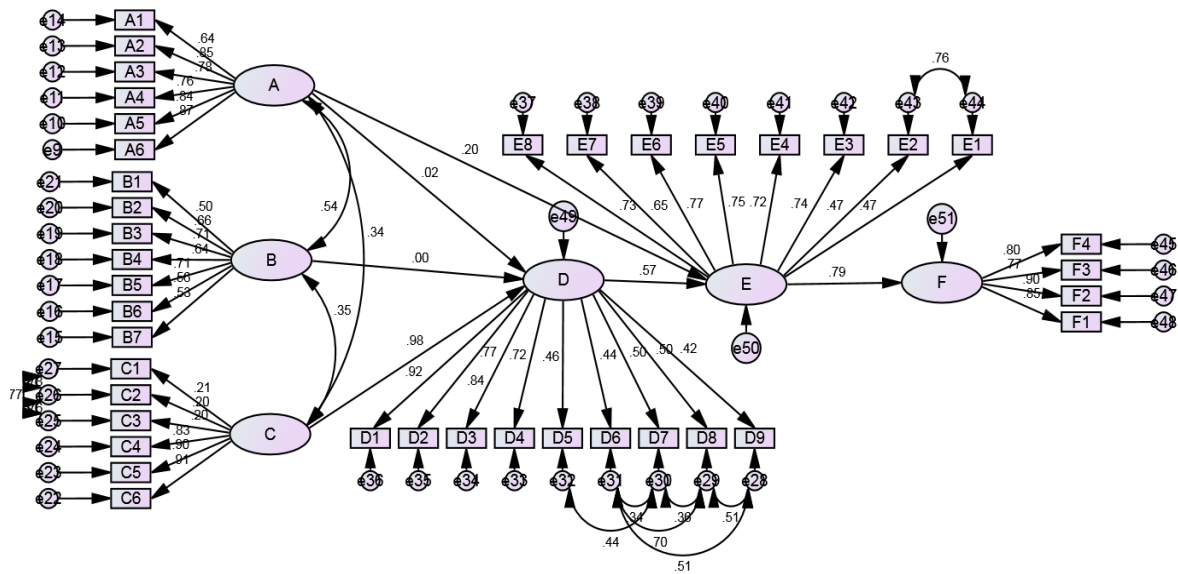
Figure 2. Structural Model of the Research

Brand image A, brand trust B, social identity C, brand love D, word-of-mouth advertising E, purchase intention F

In Figure 2, the square-form variables are obvious or the questions of each variable in the research questionnaire. The numbers specified on the arrow related to the relationship between the two latent variables of the model based on the research hypothesis are the same path coefficients calculated for the research hypotheses fully presented and explained in Table 3. Three categories of indicators have been used to validate the model.

Absolute fit indices are based on the differences between observed variances and covariances on the one hand, and predicted variances and covariances, which are based on the parameters of the developed model on the other hand.

The goodness of fit index in this group of indices is used to compare competing models. The degree of the comparative fit index is, in fact, a step towards completing the absolute fitness indices, so by basing one or more models (which sometimes merely gives a measure for comparison and sometimes is an alternative model to competing models), compares the developed theoretical model under the test with it and indicates whether it is statistically more acceptable, weaker, or does not differ from it. The standard rate of this index should be above 0.9.

Moreover, finally, the parsimonious fit indices present which efforts have been made to compensate for the essential weakness of absolute fit indices, namely, the improvement of the fit indices by increasing the parameter to the model.

Table 2 Fit indices calculations

Result Interpretation	Calculated value	Criterion	Index
Fit confirmation	2/5	Less than three	CMIN/d
Fit confirmation	0.906	Above 0.9	GFI
Fit confirmation	0.908	Above 0.9	AGFI
Fit confirmation	0.03	The closer to zero, the better	RMR
Fit confirmation	0.958	Above 0.9	NFI
Fit confirmation	0.901	Above 0.9	CFI
Fit confirmation	0.938	Above 0.9	RFI
Fit confirmation	0.902	Above 0.9	IFI
Fit confirmation	0.55	Between 0.5 and 0.6	PNFI
Fit confirmation	0.74	Above 0.6	PGFI
Fit confirmation	0.062	The closer to zero, the better Best mode below 0.05	RMSEA

These indices are used to complete absolute indices. By basing one or more models, they compare the developed theoretical model under the test with those base models, demonstrating whether it is statistically more acceptable, is weaker, and is no different. In most cases, the base model is an independence model. In this way, comparative fit indices show how well the model has deviated from an independence model in most cases. The more these distances are, the more fit the model is considered favorable.

As can be seen, according to the table, all comparative fit indices of the developed structural model are within acceptable limits. Therefore, the fit of the structural model of the research is confirmed.

Table 3. Results of testing the research hypotheses by structural equation method

Hypothesis	The result of the hypothesis	The significance level of the test	Path coefficient	C.R statistics	Description of the Hypothesis
H1	Non-confirmation of the hypothesis	0.486	0.02	0.696	Brand image has a significant effect on brand love.
H2	Non-confirmation of the hypothesis	0.919	0.003	0.101	Brand trust has a significant effect on brand love.
H3	confirmation of the hypothesis	0.000	0.980	8.279	Social identity has a significant effect on brand love.

Hypothesis	The result of the hypothesis	The significance level of the test	Path coefficient	C.R statistics	Description of the Hypothesis
H4	confirmation of the hypothesis	0.000	0.203	4.214	Brand love has a significant effect on word-of-mouth advertising.
H5	confirmation of the hypothesis	0.000	0.566	10.484	Brand image has a significant effect on word-of-mouth advertising.
H6	confirmation of the hypothesis	0.000	0.780	3.395	Word-of-mouth advertising has a significant effect on customers' purchase intention.

To conduct relationship analysis in structural equations to determine whether "the relationships defined in the conceptual model of research are either structurally validated," the index of confirmatory factor analysis is used in Amos Software. If the index C.R., critical ratio, is greater than 1.96 or less than -1.96, it is acceptable, and within this range (from -1.96 to 1.96), it is unacceptable. Numbers greater than 1. 96 denote the confirmation of the relationship directly, and numbers less than -1. 96 indicates confirmation of the relationship in reverse. The results of testing the research hypotheses and path analysis in the structural model of the research are presented in the following tables:

According to the calculations included in the table, since the C.R. (critical ratio) provided for the H6 hypothesis is more significant than 1.96, and since the significance level is less than 0.05, this hypothesis is confirmed with a 95% confidence level; In other words, it can be said that word-of-mouth advertising by customers has had a significant effect on customers' purchase intention by 78%.

5. Discussion

From the point of view of all customers of Lirac, Phyto and Doctor Murad brands in Iran, the following things such as: the appropriateness of brands quality with customers' requests, providing an acceptable standard of cosmetics quality to customers by these brands, products performance of clean beauty brands of Lirac, Phyto and Doctor Murad, caring for beauty and feeling good about using these brands, making a good sense of using cosmetics to others, improving relationships with friends through the use of clean beauty brands of Lirac, Phyto and Doctor Murad have not been so much as to make customers find the view that Lirac, Phyto and Doctor Murad brands are

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great brands, the use of these products makes customers feel good, delighted and dependant on the brands, these brands are in line with their character, these brands are valuable to them, if they do not find them at stores, they get upset and worried, despite the increasing purchase price of the products of these brands, they will still want to buy them, and eventually, if the products of these brands are scarce, they will search all the stores for them.

This conclusion suggests that these three cosmetics brands studied in this research still do not have the right brand image for Iranian customers, at least in the dimensions mentioned in this research for the brand image (The appropriateness of brands quality with customers' requests, providing an acceptable standard of cosmetics quality, products performance, caring for beauty and feeling good about using these brands, making a good sense of using cosmetics to others, improving relationships with friends through the use of the brands) and to ensure that the image of these brands can lead to the popularity and love of the brands among Iranian customers, the manufacturing companies need to add to the quality and quantity of their marketing and brand improvement programs.

This result is not consistent with the research results of Sallam(2014), entitled "The effect of brand image, perceived price, and perceived quality on consumer's purchase decision of Pond's skincare product" in terms of achieving these results, which "brand image and brand identification are effective in brand love," and the research results of Fetscherin and Conway(2012), entitled "Brand Love: Interpersonal or Parasocial Love Relation" in terms of achieving these results, which "brand love can be created through improved brand image," and the research results of Diamantopoulos, Schlegelmilch, and Palihawadana(2011), entitled "The relationship between country-of-origin image and brand image as drivers of purchase intentions" in terms of achieving these results, which "The brand image is effective as a factor affecting the emotional perceptions of the brand."

From the point of view of all customers of Lirac, Phyto and Doctor Murad brands, the following things such as: trust in these brands, matching customers' expectations with the quality of these brands, giving a sense of confidence to customers in buying and using these brands, Lack of disappointment in purchasing these products, the extent to which customer complaints are handled by sales agents, the coverage of customers' sensitivities to brands by the right products, and ultimately, the satisfaction of these brands have not been so much as to make customers find the view that Lirac, Phyto and Doctor Murad brands are great brands, the use of these products makes customers feel good, delighted and dependant on the brands, these brands are in line with their character, these brands are valuable to them, if they do not find them at stores, they get upset and worried, despite the increasing purchase price of the products of these brands, they will still want

to buy them, and eventually, if the products of these brands are scarce, they will search all the stores for them.

This conclusion suggests that the amount of trust in these three cosmetic brands is still not satisfied Iranian customers, at least in the dimensions mentioned in this research (Trust in these brands, Matching customers' expectations with the quality of these brands, Giving a sense of confidence to customers in buying and using these brands, Lack of disappointment in purchasing these products, The extent to which sales agents handle customer complaints, The coverage of customers' sensitivities to brands by the right products, and the satisfaction of these brands) and managers and marketers of the manufacturing companies of these brands need to add to the quality and quantity of marketing and brand improvement programs to increase the trust of Iranian customers in their Brand and to turn the trust into the brand love and love.

This result is not consistent with the research results of Yasin and A. Shamim(2013), entitled "Brand Love: Mediating Role in Purchase Intentions and Word-of-Mouth," in terms of achieving these results, which "brand trust has positive and Significant effects on brand's love in customers."

From the point of view of all female customers of Lirac, Phyto and Doctor Murad brands, the following things such as: the coordination of cosmetics products of Lirac, Phyto and Doctor Murad brands with their character among their friends, finding better personality among colleagues because of the use of the products of these brands, creating an impression of having a favorable social status through the use of the products of these brands, feeling to be the part of the family of the main customers of these brands, knowing the main customers of these brands and their similarity to the studied customers have been so much as to make customers find the view that Lirac, Phyto and Doctor Murad brands are great brands, the use of these products makes customers feel good, delighted and dependant on the brands, these brands are in line with their character, these brands are valuable to them, if they do not find them at stores, they get upset and worried, despite the increasing purchase price of the products of these brands, they will still want to buy them, and eventually, if the products of these brands are scarce, they will search all the stores for them.

This conclusion suggests that all three cosmetics brands have successfully created an appropriate social identity for their customers due to the use of these brands.

This result is consistent with the research results of Carroll and Ahuvia (2006), entitled "Some antecedents and outcomes of brand love," in terms of achieving these results that "customers will have a positive speech for the products that reflect their "self."

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From the point of view of all female customers of Lirac, Phyto and Doctor Murad brands, the following things such as: Lirac, Phyto and Doctor Murad brands are great brands, the use of these products makes customers feel good, delighted and dependant on the brands, these brands are in line with their character, these brands are valuable to them, if they do not find them at stores, they get upset and worried, despite the increasing purchase price of the products of these brands, they will still want to buy them, and eventually, if the products of these brands are scarce, they will search all the stores for them, have caused customers to talk with their friends about clean beauty brands of Lirac, phyto and Doctor Murad more than any other cosmetics brand in the market, offer these brands to their friends, always talk about the quality of these brands and remember them well with their friends, talk to their friends about the variety of these brands' products, the sellers' reputation of leading stores and the reasonable prices of these brands, heavily encourage their friends to use the products of these brands.

This result suggests that the brands' popularity has grown to a large extent in all three cosmetics brands, and consumers have been able to offer word-of-mouth advertisements to friends and acquaintances.

This result is consistent with the research results of Kaufmann, Loureiro, and Manarioti (2016), entitled "Exploring behavioral branding, brand love, and brand co-creation," in terms of achieving these results that "Consumers with a brand love experience are more inclined to participate in a collaborative behavior that is active in the context of a brand community such as positive word-of-mouth advertisements." The research results of Karjaluoto, Munnukka, and Kiuru (2016), entitled "Brand love and positive word of mouth: the moderating effects of experience and price," in terms of achieving these results that "The love of the brand affects the positive word of advertising" and the research results of Sallam (2014), entitled "The effects of brand image and brand identification on brand love and purchase decision making: the role of WOM" in terms of achieving these results, which "Love of the brand is effective in buying decisions and word-of-mouth advertising."

From the point of view of all female customers of Lirac, Phyto and Doctor Murad brands, the following things such as: Lirac, Phyto and Doctor Murad brands are great brands, the use of these products makes customers feel good, delighted and dependant on the brands, these brands are in line with their character, these brands are valuable to them, if they do not find them at stores, they get upset and worried, despite the increasing purchase price of the products of these brands, they will still want to buy them, and eventually, if the products of these brands are scarce, they will search all the stores for them, have been so great that customers find the view that they talk with their friends about clean beauty brands of Lirac, phyto and Doctor Murad more than any other

cosmetics brand in the market, offer these brands to their friends, always talk about the quality of these brands and remember them well with their friends, talk to their friends about the variety of these brands' products, the sellers' reputation of leading stores and the reasonable prices of these brands, heavily encourage their friends to use the products of these brands,

This result suggests that although the brand image of all three cosmetics brands has not created the popularity of these brands, it has been so much that it can lead customers to offer positive word-of-mouth advertising for their friends and relatives.

This result is consistent with the research results of Sallam (2014), entitled "The effects of brand image and brand identification on brand love and purchase decision making: the role of WOM" in terms of achieving these results, which "Brand image and brand identification are effective in brand love, and the influence of brand love has been confirmed in buying decisions and word-of-mouth advertising as a mediator role."

From the point of view of all female customers of Lirac, Phyto, and Doctor Murad brands, the amount of customers' positive word-of-mouth advertising, such as: talking with their friends about clean beauty brands of Lirac, Phyto, and Doctor Murad more than any other cosmetics brand in the market, offering these brands to their friends, always talking about the quality of these brands and remember them well with their friends, talking to their friends about the variety of these brands' products, the sellers' reputation of leading stores and the reasonable prices of these brands, heavily encouraging their friends to use the products of these brands has been so high that it has led to believe that the likelihood of repurchasing these three brands is high shortly, choosing the clean beauty brands of Lirac, Phyto and Doctor Murad are their first choices in buying cosmetic products, and they will always buy clean beauty brands of Lirac, Phyto and Doctor Murad,

This result suggests that in all three clean beauty brands, the positive word-of-mouth advertising by customers has led to the purchase intention of the products of these brands by other customers.

6. Conclusion and Recommendations

According to the hypothesis test results in this research, namely, the Lack of confirmation of the effect of brand image variable on brand love, it is recommended that managers and marketers of the three brands of Lirac, Phyto, and Doctor Murad identify the factors that affect the sense of variety seeking of their customers (especially young customers) by marketing and satisfy this variety seeking of their customers to provide their brand loyalty, which is a factor that has a reciprocal relationship with brand love. By implementing customer relationship programs, relationship marketing techniques, and creating a positive and passionate experience for the customer in the use of cosmetic products, they have to create and build long-term relationships

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with their customers to provide the emotional dependency of their customers towards the Brand. Making appropriate promotions and discounts and holding sales events and prizes for customers can increase brand awareness among customers and improve brand image.

Regarding the Lack of confirmation of the impact of brand trust variable on brand love, it is recommended that managers and marketers of the three brands of Lirac, Phyto, and Doctor Murad pay more attention to the quality level of their products in the production and standardization processes. They have to create and enhance this improvement in line with the health standards of these products.

To improve the quality of their products, customers' expectations of these products can be identified with marketing research and understanding of customers' tastes and incorporated into their production planning. Improving the quality, price, and distribution of their brand products will strengthen the sense of self-confidence in purchasing cosmetics from their customers. They should promptly and accurately deal with customers' complaints and problems and prevent them from distrust and distress, especially regarding the health of their cosmetics products.

Confirming the impact of the "brand's social self" on "brand love," managers and marketers of the three brands of Lirac, Phyto, and Doctor Murad are advised to recognize the tastes, needs, and desires of customers of cosmetics products that can satisfy them and represent them in the community. It requires detailed and gradual market research; therefore, these brands' managers should periodically conduct market research and recognize the customers, especially new and young customers.

They should offer their products among the stores based in organizations, offices, etc., to create a sense of brand affinity with customers (employees of these organizations) and to introduce themselves through the purchase of customers in the presence of their colleagues and their friends and therefore, strive to strengthen the social sense of the Brand.

Confirming the effect of the "brand love" variable on "word-of-mouth advertising," it is recommended to the managers and marketers of the three brands of Lirac, Phyto, and Doctor Murad in Iran that, since emotional dependency for the Brand is accompanied by pleasant emotions and feelings, the role of advertising in creating these positive emotions is vital. These brands are advised to invest in planning different types of advertising in various mass media and environments, creating positive emotions and emotional experiences with their Brand for customers and consumers to create emotional dependency on the Brand in their customers. They should educate their marketers and sellers and establish them in chain stores, luxury stores, and other cosmetics suppliers in Tehran to raise awareness of this Brand's products and the benefits of these products to other cosmetics products.

By confirming the impact of the "brand image" variable on "word-of-mouth advertising," they should increase the value of the customer's acquisition of these products by increasing the convenience and access to the desired product so that customers will make the positive word-of-mouth advertising of these brands to others.

By increasing the variety of products and fair pricing of their products, they should increase the value of the customer's acquisition of these products to allow customers to make positive word-of-mouth advertising of these brands to others.

With the effect of "word-of-mouth advertising" on "purchase intentions," they should increase the comfort and access to the desired product quickly and easily, preserve the diversity of products and fair pricing, and increase the value of the customer's acquisition of these products. Therefore, the customers prefer these brands to the competitors' brands to receive their most desirable needs (Brand preferences).

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