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## Antecedents of brand love leading to purchase intention towards refurbished video game consoles

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**Abstract:** This paper examines different constructs that influence purchase intention of refurbished video game consoles to assess its multi-factorial association with brand love. The data was collected from video game console cafes in the cities of Bangalore and Pune, India. The findings demonstrate that adoption determinants and social influence have a positive influence on brand love, while notably, environmental involvement has a positive influence on an individual's purchase intention. Brand love would not singularly influence positive purchase intention in the context of refurbished video game consoles. The paper clarifies that brand love alone cannot influence the purchasing decision of an individual in the context of refurbished video game consoles, the companies selling or remanufacturing these products can benefit by advertising these products as being environmentally involved. This is the first paper that examines the effects of brand love and purchase intentions in the context of refurbished video game consoles.

**Keywords:** environmental involvement; brand love; adoption determinants; social influence; purchase intention; refurbished video game consoles.

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## **1 Introduction**

Remanufacturing is a process of value recovery in which used or damaged products are restored to a condition which makes them seem like new (Lund, 1984). In a country like the USA, average product returns are about 8.6% of total sales per annum (Abbey et al., 2015). In many cases, the returns made by consumers are not because of defects, but due to change in the perception of the product (Kennedy and Guzmán, 2020). The returned products are in perfect condition in most cases (Zhang et al., 2018). In fact, brand love leads to a higher amount of brand loyalty (Alnawas and Altarifi, 2015). Customers who are brand loyal are less likely to change their brand preferences (Alnawas and Altarifi, 2015), which helps in generating stable revenue (Wang et al., 2019). They are willing to pay higher prices (Jaiswal and Niraj, 2011) and buy more frequently than disloyal customers (Rowley, 2005). Purchase intention is a crucial concept in the field of marketing (Morrison, 1979) and higher brand love, notably, leads to purchase intention (Verma, 2020). Companies that are environmentally involved manage to increase brand love simply when the concern for the environment increases in the minds of the consumers and policymakers (Duan and Aloysius, 2019). It is important to consider refurbished products as an alternative to new products. Refurbished products are not only cheaper but also environment friendly (Vorasayan and Ryan, 2009) and they can serve as better and economical alternatives to new products.

Video game consoles have been growing in popularity and companies like Sony, Microsoft and Nintendo have created consoles that attract a large number of customers (Palusuk et al., 2019). Refurbished video game consoles contribute indirectly to environment conservation. Previous research suggests that social influence is a factor that has a huge impact on consumer's brand love (Daniels et al., 2020). Considering the fact that brand love leads to purchase intention, there is a need for research on how it applies to the refurbished product segment. Although there is prior research that explores constructs like social influence (Dolinski et al., 2001), adoption determinants (Chauhan et al., 2018), brand love (Roy et al., 2016), environmental involvement (Cho, 2014) and purchase intention (Lusk et al., 2006), it remains nescient how these constructs play a role with regards to refurbished products, specifically video game consoles. Research, however, suggests that there is a demand for refurbished products. There is a need for

studies that explore how social influence, brand love and environmental involvement can lead to purchase intention of a refurbished video game console so that manufacturers and retailers can develop appropriate strategies around the sale of refurbished products. It is important to examine the nature of relationships found between the constructs to understand the driving of purchase intention towards refurbished products focusing on video game consoles.

Accordingly, the primary objective of the paper is to put together four distinct and unique variables (i.e., adoption determinants, social influence, environmental involvement, and brand love) into one model to delineate the consumer's purchase intention towards refurbished video game consoles. In addition, this paper also investigates the mediating effects of environmental involvement on brand love towards purchase intention. Much recent work indicates that brand dimension and consumer perceptions can influence brand pride, which in turn extends into a successive mental process of brand attitude, eventually leading to purchase intention (Diwanji and Cortese, 2021; Taute et al., 2017).

This particular research finding justifies the incorporation and in-depth examination of selected variables in the proposed model. The rest of the article is structured as follows: the second portion of the paper provides a conceptual background and hypotheses development on the above-mentioned attributes, while the third portion presents the research approach followed by results of the analysis. The fifth portion of the paper concludes the discussion and mentions theoretical contributions, which is continued by managerial contributions. Lastly, the paper provides limitations and directions for future research.

## **2 Conceptual background and hypotheses development**

### *2.1 Brand love*

Brand love is a consumer's perception of a brand with a positive attitude, which can also be considered a relationship (Albert and Merunka, 2013). It has been observed in prior research that there is a positive relationship between a product that a consumer loves and the brand that the product is being sold under (Palusuk et al., 2019). It is important to note that the feelings that exist between an individual and their loved ones is similar to the emotions the customer feels towards products or objects (Albert et al., 2009). The same branding concept is termed as brand love. Carroll and Ahuvia (2006) suggested that satisfied consumers' love is greater for brands in product categories perceived as more hedonic as compared to utilitarian. Video game consoles, refurbished or not, are a very hedonic purchase.

Brand love has many organisational benefits (Bruns et al., 2017). The most advantageous benefits are brand loyalty and positive word of mouth (Cho and Hwang, 2020). When a customer purchases a brand's product not just because it's an option, (Dwivedi et al., 2009; Quoquab et al., 2021) but because it is a brand they can trust, they are said to be brand loyal (Bennett and Rundel-Thiele, 2005). These individuals act as representatives of the brand and spread positive word of mouth (Batra et al., 2012). Individuals who are brand loyal have higher engagement with the brand and possess positive association towards the brand (Fu et al., 2009; Jacobsen, 2018) which can lead to positive brand commitment and willingness to pay a premium price (Bergkvist and

Bech-Larsen, 2010). The previous portion of the theoretical framework has explored how different factors such as adoption determinants and social influence have a positive influence in increasing an individual's brand love (Guftometros and Guerreiro, 2021). Taking these factors into consideration, an inference can be drawn that brand love plays an important part in increasing an individual's purchase intention.

H1 Brand love positively influences purchase intention.

## *2.2 Purchase intention*

Purchase intention refers to the possibility that an individual will purchase a product (Sarabia-Andreu and Sarabia-Sánchez, 2018). Individuals who have positive purchase intention will have a firm commitment (Supotthamjaree and Srinaruewan, 2021), which will induce the desire of maintaining a positive trade relationship with the seller (Moorman et al., 1992). Another notable study by Hsu (2020) established the need for conducting a detailed examination on experiential products (Lu et al., 2014). Hsu (2020) suggested that critical variables such as brand love (Coelho et al., 2019) and brand identification in terms of social influence (Stokburger-Sauer et al., 2012) have an effect on purchase intention. High purchase ratio is directly related to higher purchase intentions, which can be considered an important tool to predict higher purchase behaviours (Wu and Ho, 2014). Purchase intention of an individual depends heavily on the perceived value of the product (Huang et al., 2011). Before the purchase of any product, an individual will perceive the quality and other aspects of the product (Nysveen and Pedersen, 2005), after which purchase intentions emerge (Yan et al., 2019). As the perceived value of the product increases the purchase intention towards that product will also increase (Salehzadeh and Pool, 2016). There are a lot of factors that contribute towards perceived value (Rizomyliotis et al., 2021) and brand is one of the major factors (Zarei and Pachal, 2019). Thus, it is safe to assume that individuals with higher brand love possess greater purchase intention.

Copeland and Bhaduri (2020) found that consumers' purchase intention toward a pro-environmental brand was influenced by shared value perceptions and perceived benefits. Prior research has stated how innovativeness (Pappu and Quester, 2016), availability (Yeboah-Asiamah et al., 2016), adaptability (Arifine et al., 2019), and trust (Huang, 2017) can act as adoption determinants to increase brand loyalty. It has also been stated that brand loyalty increases brand love. Another factor that increases brand love of an individual is social influence (Bergkvist and Bech-Larsen, 2010). In the context of refurbished video game consoles, this paper tries to explore how brand love and its antecedents influence the purchase decision of an individual using the attribute of environmental involvement as a mediating variable.

## *2.3 Adoption determinants*

Adoption determinants include various factors like innovativeness, adaptability, availability, and trust (Ali, 2018). It is very important for a brand to understand the adoption determinants to stay relevant in the marketplace (Neuvonen, 2016). Adoption determinants are a part of motivation theory (Venkatesh and Brown, 2001). Motivation theory suggests that the main classes of motivation are extrinsic and intrinsic (Lee, 2011). Extrinsic motivation is derived from achieving certain goals (Liu et al., 2019) and

intrinsic motivation is the pleasure or satisfaction obtained from a particular behaviour (Carr and Walton, 2014). Existing research suggests that extrinsic and intrinsic motivations are primary drivers for a particular behaviour (Chen et al., 2018). The behaviour includes the adoption and usage of technology and usage of refurbished products (Sharma and Kakkar, 2022).

Research done previously also suggests that innovation in the product can also act as a strong determinant of adoption (De Marez et al., 2007) along with adaptability of the user (Najar and Dhaouadi, 2020). Availability also plays a major role and is an important factor for adoption. However, trust seems to be the most important criteria (Roca et al., 2009) which could act as an adoption determinant that could increase a consumer's brand love. In the context of refurbished products, all the mentioned factors seem to be playing an important role acting as extrinsic motivators for people who are environmentally conscious and act as intrinsic motivators for consumers who have brand love.

H2 Adoption determinants positively influence brand love.

## 2.4 *Social influence*

Friends, family, and society can influence an individual's decision to be involved in brand related activities (Algesheimer et al., 2005). Social influence is also considered to be the relationship between another person's attitude and one's own attitude (Denrell and Le Mens, 2007). Obedience and compliance with other people's opinions are also part of social influence (Gibson et al., 2018). Social influence can be a powerful tool to influence an individual's opinion (Denrell and Le Mens, 2007; Kaptein and Duplinsky, 2013). Students who live with other students have similar opinions (Crandall, 1988). In the case of political opinions, similarity is present between individuals who live in close proximity to each other (Lim, 2008). This is the case with formal organisations too, where the attitudes and perceptions about the brands are similar to each other (Pollock, 2000), although it can be argued that similar opinions and attitudes can be a consequence of an environment that is shared or selection of individuals that are similar to themselves (Nasution et al., 2021). It cannot be denied that social influence plays a role in the formulation of an individual's opinion because the reason other people influence an individual is because they tend to adapt to his or her behaviours, beliefs, and attitudes in a social environment (Bolton et al., 2013).

The conception of social influence comprises constituents of social comparison (Wiedmann et al., 2009) and normative influence (Vigneron and Johnson, 1999) influencing consumers to demonstrate brand love (DeSilva et al., 2020). In addition, consumers exhibit their brand love based on their position (Sprott et al., 2009) in their social environment. By purchasing and consuming brands, consumers try to incorporate the features of a certain brand love based on their social influence (Becerra and Badrinarayanan, 2013; Huber et al., 2015). The findings of Chang et al. (2020) suggest that when the customer's social identification with a brand community becomes prominent, they reinforce their attitude towards the brand and compound their centrality in the social network. Prior research has shown that social influence is important for an individual because of its social benefits (Cannon and Rucker, 2018). One of the main reasons people use social media to such a great extent is to feel a sense of belonging among family, friends, and communities (Moorman et al., 1992). However, based on

previous research, it can be inferred that social influence can have a direct impact on brand love.

H3 Social influence positively influences brand love.

### *2.5 Environmental involvement*

Brand loyalty of an individual increases when the brand displays environmental involvement (Punyatoya, 2015). Brand loyalty directly influences brand love. Environment involvement constitutes the emotion related to the beliefs of environment protection (Chen et al., 2014). Environment involvement in an individual is aroused by environmental awareness (Alkahrer and Avissar, 2017). Environmental awareness is an individual's perception of the impact on the environment facilitated by human behaviour (Kollmuss and Agyeman, 2002). There is a positive link between environmental awareness and the consumer behaviour of an individual (Grimmer and Miles, 2016). Marín-García et al. (2020) drew evidence for positive influence of innovation and environmental sustainability on awareness, image, quality, and loyalty related to brand equity.

Naderi et al. (2020) supported the combined effects of product design and environmental harmony on consumers' aesthetic and affective, and behavioural responses towards the brand. In addition to these findings, Su and Kunkel (2021) demonstrated a positive association of event environment on consumers' brand attitude toward both the lesser-known sponsoring brand and the non-sponsoring market leader. Prior research has also found that individuals who are environmentally involved have expressed a higher willingness to pay for environment-friendly products or brands compared to individuals who are less concerned about the environment (Lee, 2010; Srivastava, 2018). There are also studies which witness the fact that higher environmental involvement leads to positive attitude towards a brand and increases purchase intentions towards these brands (Kronrod et al., 2012). There have also been illustrations where environmental involvement has acted as a moderator leading to purchase intention (Cho, 2014). The research paper attempts to explore how environmental involvement acts as a mediator between brand love and increased purchase intention towards refurbished products, specifically refurbished video game consoles.

H4 Environmental involvement acts as a mediator between brand love and purchase intention.

## **3 Research approach**

### *3.1 Sample and data collection*

Quantitative research methodology was used to perform the study. By conducting a survey using the probability sampling technique, data was collected from video game console cafes in the metropolitan cities of Bangalore and Pune – India. The data collection efforts yielded 492 completed questionnaires in Bangalore and Pune. Missing data and list-wise deletion reduced the sample to 373. Our sample size is well over the suggested minimum of ten subjects per item by Hinkin (1995) and Nunnally (1967), or 20 observations per cell by Hair et al. (1998). However, since this research could not

comprehend the whole population, participants were recruited using systematic random probability sampling technique to ensure representativeness (Vaske, 2008). The Bangalore sampling frame included customers of video game cafes located in Koramangala having top gaming lounges in Bangalore, Karnataka. The Pune sampling frame included customers of top video game parlours based on Google rating situated in Fergusson College Road, Pune, Maharashtra. During the weekends and public holidays, every 50 person reaching the billing counter of the leading video game cafés in selected metropolitan cities were selected to integrate the study sample. The researcher explained the purpose of the study to encourage participants to provide data. The encompassment standards in this sample were being over 18 years of age at the date of questionnaire completion. When the participant agreed to participate, a survey questionnaire was sent to them on their phone, laptop, or tablet which took five to ten minutes to complete. No incentive was given to the participants of the survey.

### *3.2 Survey instruments*

The study used multi-item measurements that have been validated and were considered reliable by studies conducted earlier. Scales for the five different variables were adopted from prior research adoption determinants (De Marez and Verleye, 2004), social influence (Daniels et al., 2020), brand love (Zarantonello et al., 2016), environmental involvement (Duan and Aloysius, 2019) and purchase intention (Ahmad and Thyagaraj, 2015). The reliability of each of these measurements was examined using Cronbach's alpha coefficient. The results of this study presented itself at a consistent level of reliability ( $\alpha > .70$ ) ranging from 0.78 to 0.88. The survey questionnaire had two parts. The first part of the questionnaire included demographic questions on gender, age, employment status, income, highest level of education, living status, and area of residence. The second part of the survey questionnaire consisted of 24 questions based on the variables of the study, which were six items of adoption determinant's, three items of social influence, seven items of brand love, and five items of environment involvement and three items of purchase intention. All the questions of this section were measured using the 7-point Likert scale range of which being (1 – strongly disagree; 2 – disagree; 3 – somewhat disagree; 4 – neutral; 5 – somewhat agree; 6 – agree; 7 – strongly agree).

### *3.3 Data analysis procedure*

The data collected was analysed using structural equation modelling (SEM) and correlation coefficient using IBM SPSS and AMOS software packages. The mediating effects of environmental involvement were also calculated. All the variables were first coded as dummy variables to run correlation and multiple regression analysis. It was verified that all assumptions to perform regressions (Kurtosis, global stat, skewness, link function, and heteroskedasticity) were met for the model.

### *3.4 Common method bias*

The measures of the constructs were obtained by the same subjects. There could be a common method bias in the data gathered (Jakobsen and Jensen, 2014). Four steps were taken to address the issue:



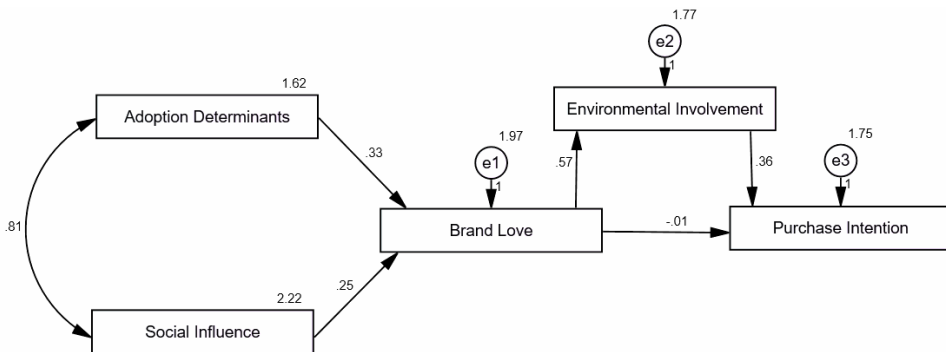
- 1 measurement scales of dependent variables were allowed to follow the independent variables (Trafimow, 2017)
- 2 testing the effects of the mediating variable was conducted (Lin, 1997)
- 3 latent common method factor was used for testing in the empirical model
- 4 the validity of the performance of the data collected by respondents was triangulated by collected data with secondary data (Zagayevskiy and Deutsch, 2015).

Triangulations were done using a subset of 82 respondents for which objective performance information was available in previous research. The researcher found a significant correlation between brand love and social influence ( $r = .48, p < .01$ ) and adoption determinants ( $r = .54, p < .01$ ), which compared positively to previous studies which utilised the same procedure (Reimann et al., 2010). The findings indicate that our measures were not biased in the common method variance.

## 4 Results

Reviewing the measurement models with standardised estimates (Figure 1) for SEM showed a positive relationship between variables except for brand love  $\rightarrow$  purchase intention. The aforementioned path, when mediated with environmental involvement, yielded positive results. The  $\chi^2$  value is the traditional measure for determining overall model fit in SEM. For each of the models evaluated in the study, the  $\chi^2$  statistic was not too small or large, indicating that the model is a good fit.

**Figure 1** Structural equation modelling – path diagram



The results of SEM applied to test H1 to H4 is shown in Table 1. The model fit indices indicate that the model has a good fit (chi-square = 119.279,  $p < 0.000$ ; CFI = 0.971; RMSEA = 0.06; NNFI = 0.969; SRMR = 0.053 and DF = 4). The sample for the survey is 374 and other goodness-of-fit measures include Tucker-Lewis index (TLI), normed fit index (NFI), relative fit index (RFI), comparative fit index (CFI), incremental fit index (IFI), Tucker-Lewis index (TLI), or the root mean square error of approximation (RMSEA). The RMSEA measures the degree to which lack of fit occurs due to a poorly-fitted model as opposed to the lack of fit occurring due to sampling error. An accepted value of RMSEA varies greatly. RMSEA for our model was 0.352 which is

considered statistically acceptable. The CFI shows the improvement over the fit of the model, over a baseline model, in which all the variables are constrained to be uncorrelated. Having a CFI of 0.750, TLI of 0.376, IFI of 0.754, RFI of 0.368 and NFI of 0.747 indicates that the model is a good fit for the data.

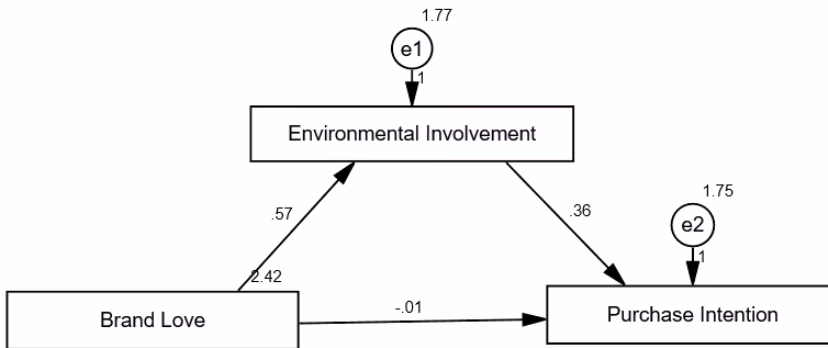
**Table 1** Structural equation modelling

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.278	.237	.322	.000
Independence model	.352	.326	.380	.000

**Table 2** Regression weights

Model		Estimate	S.E.	C.R.	P
Brand love	← Adoption determinants	.330	.063	5.212	***
Brand love	← Social influence	.254	.054	4.708	***
Environmental involvement	← Brand love	.570	.044	12.853	***
Purchase intention	← Brand love	-.011	.053	-.213	.831
Purchase intention	← Environmental involvement	.360	.052	6.982	***

**Figure 2** Mediating effects



As indicated in Table 2, adoption determinants will increase brand love, thus (H1) is supported ( $\beta = .33$ ,  $p < 0.01$ ); social influence will increase brand love, hence (H2) is supported ( $\beta = .25$ ,  $p < 0.01$ ); surprisingly, brand love will increase purchase intention of refurbished video game consoles, therefore (H3) is not supported ( $\beta = -0.01$ ,  $p < 0.01$ ); and environmental involvement will act as a mediator between brand love and purchase intention, hence (H4) is supported ( $\beta = .57$ ,  $p < 0.01$ ;  $\beta = 0.36$ ,  $p < 0.01$ ). In this regard, Figure 2 illustrates the results of mediating effects. In addition, the results of coefficient of correlation are demonstrated in Table 3, which shows a positive co-relation between brand love and social influence as indicated by the p-value (0.359). There is a positive co-relation between brand love and adoption determinants, as indicated by the p-value which shows (0.374). The correlation between the social influence and adoption determinants is positive as indicated by the p-value (0.429).

**Table 3** Correlations

<i>Correlation</i>		<i>Social influence</i>	<i>Adoption determinants</i>	<i>Brand love</i>
Social influence	Pearson correlation	1	.429**	.359**
	Sig. (2-tailed)		.000	.000
	N	373	373	373
Adoption determinants	Pearson correlation	.429**	1	.374**
	Sig. (2-tailed)	.000		.000
	N	373	373	373
Brand love	Pearson correlation	.359**	.374**	1
	Sig. (2-tailed)	.000	.000	
	N	373	373	373

Note: \*\*Correlation is significant at the 0.01 level (2-tailed).

## 5 Discussion and theoretical contributions

This final section consists of four parts. First, an in-depth discussion along with the study's theoretical contribution is provided. Second, the managerial contributions for marketers and brand managers are discussed. Third, a critical evaluation of the study's limitations and directions for future research is presented. Finally, the paper is supplemented with a short conclusion for the study.

The perception of video gamers as indolent dreamers, schoolyard castaways, and lone rangers who clambered to accommodate into the real world is turning redundant. Of late, the old stereotypes are obsolete. From kids to professionals, everyone is delighting in the video game experience. In a niche digital space where revenue was per se associated to major video games, the refurbished gaming industry has conventionally been an appreciating venture. In recent branding literature, the influence of the product category has been examined and observed extensively as affecting brand extension decisions (Athanasopoulou et al., 2015; Butcher et al., 2019; Goetz et al., 2014; Henseler et al., 2010), brand personality (Moussa, 2021; Pradhan et al., 2020; Sander et al., 2021), or brand engagement (Naeem and Ozuem, 2021; Nyadzayo et al., 2020; Schivinski et al., 2020). Applying the schema and categorisation theory, Sujana (1985) suggested a positive influence of product category on brand-level effects among the consumers. Furthermore, the perception of the product category's effect on consumer brand relationships (Fetscherin et al., 2014) differs to a greater extent as few argue that certain product categories lead to prominent perceived brand relationship quality (Kressmann et al., 2006), whereas others find no product category effect on brand relationship quality (Valta, 2013).

The antecedents of brand love are examined in terms of adoption determinants and social influence, leading to purchase intention mediated by environmental involvement. In this regard, we considered the refurbished video game console as an object. Based on probability sampling technique with a total of 373 metropolitan respondents, a survey was conducted to evaluate their brand love and purchase intention refurbished video game console. The findings of SEM show that adoption determinants and social influence

positively influence brand love (Ahmad and Guzmán, 2021). Our mediating analysis reveals that environmental involvement mediates the relationship between brand love and purchase intention substantially. In this respect, the result expands and supports current findings (Albert et al., 2009; Algesheimer et al., 2005; Ali, 2018; Lee, 2010). However, an interesting observation of this study is that brand love did not increase the purchase intention of refurbished video game consoles. On one hand, it supported the findings by Bergkvist and Bech-Larsen (2010) and Daniels et al. (2020) as a positive influence was noted between social influence and brand love (Albert and Merunka, 2013). On the other hand, the study contradicts the findings of Fetscherin (2014) who observed stronger relationships between brand love and purchase intention across two samples (USA and Japan). Although consumers love the brand, making the decision of purchasing refurbished video game consoles is not driven only by brand love. Nevertheless, this can be bridged by the consumers' environmental involvement.

## **6 Managerial contributions**

The current rise in interest towards refurbished video game consoles among the younger generation is an authoritative engine for luxury businesses in the new era of video gaming. Remarkably, both academic and market research studies demonstrate the consumer preference towards refurbished products (Zhang et al., 2019; Zikopoulos and Tagaras, 2007). Ross and Jayaraman (2009) witnessed the concept of refurbished product bundles gaining a lot of attention in the supply chain process. Notably, this dramatic shift challenges brand marketers to alter their brand strategies and focus on introducing strong passionate affiliations with refurbished products. In fact, it is essential to understand how marketing strategies can fulfil the environmental sustainability goals of the consumers, and at the same time convince adoption determinants among dissimilar social influences. This paper has notable implications for marketing practices. From a conceptual point of view, this paper contributes to an advanced understanding of the different factors that lead to brand love by showing different relationships between the variables. This has led to a positive influence on brand love and has highlighted the importance of environmental involvement, which leads to purchase intention. Environmental involvement, in particular, has emerged as a measure of potential in the context of purchase intention of a refurbished video game console.

This paper enables an exhaustive study of the antecedents of brand love. A significant managerial implication of the findings is that adoption determinants and social influence play a fundamental role in strengthening the brand love toward refurbished video game console. Hence, refurbished products companies and retailers will benefit from creating strong determinants in the operating social setting, which will secure consumer brand love over a long period of time. Establishments that encourage refurbished brands need to acknowledge branding as the management of change, which can be executed through sound discriminating branding strategies. To provide target consumers with appropriate refurbished products, managers must understand the factors that impact their purchase intention. A significant finding in this paper is that love for a refurbished brand does not singularly lead to purchase intention. From a managerial perspective, a refurbished brand should design their branding strategies to address the environmental involvement of the consumers. This paper clarifies that brand love alone cannot influence the purchase decision of an individual in the context of refurbished video game consoles. Companies

selling or remanufacturing these products can benefit by advertising the product and brand as being environmentally involved.

## 7 Limitations and directions for future research

As one of the first studies to investigate the mediating effect of environmental involvement between brand love and purchase intention of refurbished video game console in India, this study has some research limitations worth addressing. Firstly, the collected data is limited to refurbished video game consoles. Logically, the research findings and conclusions could be implemented to other brands; however, while generalising findings to other research settings, caution must be taken. Consequently, future research featuring other brands from both new and refurbished products will be useful in substantiating the results of this research. Secondly, this study was conducted in India and future studies should assess the same refurbished product categories in other countries to furnish cross-cultural validation. Thirdly, despite the fact that there is extensive support for the use of probability consumer samples, surveying a bigger and more diverse pool of consumers would further allow the generalisation and external validity of the findings. Fourthly, the study focus was directed to adoption determinants and social influence dimensions as the predictors of brand love. The proposed conceptual framework could be expanded by incorporating other constructs that might determine and develop the concept of brand love further. Hence, future researchers should consider antecedents discovered in the literature such as brand prestige, brand image, brand uniqueness, sense of community with competitors, and culture. In addition, only the impact of purchase intentions was examined as the consequence of brand love in this paper. For this reason, future research may study other outcomes such as trust, brand engagement, brand loyalty, positive word of mouth, and brand commitment. Fifthly, the sample frame comprises of primarily customers of top video game parlours. Despite our argument that our participants are similar to anyone else in the broader society, future investigations should reduplicate this examination employing a sampling frame from the wider population. Lastly, another aspect worth investigating further is the mediating and moderating effects among millennials and generation Z consumers as suggested by Rodrigues and Rodrigues (2019) and Valentine and Powers (2013).

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