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The Effect of Brand Advocacy on the Willingness to pay Price Premium Mediated Repurchase Intentions in University Students

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Abstract

The essence of brand advocacy encompasses a range of elements including trust in the brand, the reputation of the brand, a close emotional bond with the brand, and a deep-seated enthusiasm for it. These aspects are critical indicators that can forecast whether consumers will continue to buy a brand's products or services. The primary focus of the study is to analyze the influence of repurchase intentions on the dynamics between factors that drive brand loyalty and the consumer's readiness to pay more for a brand. The study employed a non-experimental, quantitative, and cross-sectional approach, analyzing the responses of 166 university students aged between 17 to 22. The findings of the research point to the vital role of repurchase intentions as a key intermediary that influences the customer's decision to spend extra on a brand. This inclination to repurchase can be linked to a higher probability of paying premium prices, particularly when customers have established an emotional investment in the brand through feelings of intimacy and passion, or when there is a strong sense of trust towards the brand.

Keywords: Brand advocacy, Brand reputation, Brand trust, Brand commitment, Brand passion, Brand intimacy, Repurchase intentions, Willingness to pay price premium

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Introduction

Generating empirical evidence about brand relationships associated with the concept of love is a very topical topic. Giovanis and Athana-soulou propose the following concepts related to brand relationships: Brand trust, the belief in the reliability, truth, ability, and sincerity of the brand, and brand reputation, the overall perception of outsiders on the salient characteristics of brands. Brand intimacy is a primary factor in brand love, which represents the emotional/affective aspects of a high-technology brand. Brand passion is a primary factor in brand love, which represents the emotional and affective aspects of a high-technology brand

Combining the four concepts-brand trust, brand reputation, brand intimacy, and brand passion-into a single term could be conceptualized as "Brand-Customer Relationship." This unified term refers to the depth, quality and multifaceted bond between a brand and its consumers that ranges from perception and trust to emotional connection and loyalty. In short, it would mean Brand Advocacy, a concept beyond customer loyalty; it refers to how much a customer is willing to speak positively about a brand and recommend its products or services to others. It results from strong trust, reputation, intimacy and passion for the brand, and the concept is related to the brand's stance on social issues that fully support them .

Brand Advocacy is intrinsically related to several other key concepts in marketing and brand management. It relates to brand trust, reputation, intimacy, and passion. Brand Trust refers to the faith and security that customers have in a brand and its products or services. Brand advocates, due to their positive experiences, have a high level of trust in the brand, which motivates them to share and recommend the brand to others. In turn, this advocacy can help build and reinforce the trust of other potential consumers.

Brand Reputation is the collective perception that consumers have about a brand based on past experiences, communications and associations. Brand advocates can significantly improve a brand's reputation by sharing positive experiences across different channels, contributing to a positive public image.

Brand Intimacy refers to the strength of the emotional bond between a customer and a brand [8]. Brand advocates usually have an intimate relationship with the brand, as they feel a personal and emotional connection with it; brand intimacy is, therefore, one of the constructs that affect the concept of love [9]. This deep connection motivates them to share their love for the brand with others and recommend its products or services [10]. Brand Passion is the level of emotion and enthusiasm that a customer has towards a brand. It is a step beyond intimacy, where clients are not only emotionally connected but also passionately committed. Brand advocates often exhibit an intense passion for the brand, and it is this passion that drives them to proactively talk about, share, and recommend the brand.

Brand Advocacy is a phenomenon that arises when customers develop a profound and positive relationship with a brand, which includes trust, a good perception of reputation, emotional intimacy, and passion. Additionally, elements like attachment, brand love, and self-assurance affect the efficacy of brand advocacy by increasing advocacy intention and brand loyalty. Owning social networks can drive engagement and sales on social media, with content focused on the emotional needs for engagement and functional benefits for sales. Similarly, brands' social media activities, such as delivering credible, reputation-based content and co-creation,

are influential factors and positively impact brand advocacy and intentions. Purchase, likewise, the mediating role of influencers in behaviour towards brands plays a significant role.

Brand Advocacy has a positive relationship with repurchase intentions, as supported by multiple studies. The influence of corporate social responsibility (CSR) on repurchase intentions is mediated by customer satisfaction and trust. CSR activities positively influence promotional behaviour, affecting repurchase intention [19]. Furthermore, product quality and brand image have a positive impact on sales intention [20], likewise, brand value and relationship quality also positively affect repurchase intentions [21]. Also, customer engagement, customer experience, and personal selling ability can increase brand trust, affecting purchase intentions.

Brand Advocacy and the concepts contained in its definition, such as Brand trust, Brand reputation, Brand intimacy and Brand passion, can be a reliable predictor of future repurchase intentions. Repurchase acceleration (RA) is a new method that predicts repurchase decisions significantly better than repurchase intention models because it captures more information and provides an accurate measure of repurchase decisions Consumers. Customer advocacy has a positive impact on brand loyalty through the mediation of brand trust and the quality of the relationship with the brand. Brand value and the relationship quality with the brand have a positive and significant effect on repurchase intention. Consumers' willingness to pay a premium price for a product or service is influenced by several factors. Product expectations: Consumers' willingness to pay is influenced by their expectations of the product or service. More favourable product expectations increase consumers' willingness to pay. Consumer behaviours: Factors such as forward-looking behaviour, loss aversion, and social influences can impact consumers' willingness to pay. Consumers may strategically wait for better purchasing opportunities, form reference price points, and consider externalities in their adoption decisions. Attributes and convenience: Attributes such as quality, nearness of service provider, and brand equity contribute to consumers' willingness to pay.

Additionally, viewed products as convenient are perceived as more premium, and convenience positively influences downstream consumer behaviour. Therefore, brand reputation influences consumers' willingness to pay a premium through various factors such as CSR, brand trust, authenticity, experience, and service quality. Based on the above considerations, the following hypotheses are proposed:

H1: There is a mediating effect of repurchase intentions (RDI) in the relationship between brand intimacy (IDM) and willingness to pay a premium price (DPP).

H2: There is a mediation of repurchase intentions (RDI) in the relationship between brand passion (PDM) and willingness to pay a premium price (DPP).

H3: There is a mediating effect of repurchase intentions (IDR) on the connection between brand reputation (RPM) and willingness to pay a premium price (DPP).

H4: There is a mediation of repurchase intentions (IDR) in the link between brand trust (CDM) and willingness to pay a premium price).

2. Methodology

The study conducted is of a quantitative nature, which does not involve experimental manipulation, and is designed to assess conditions or relationships as they naturally occur. This descriptive research is cross-sectional, meaning data was collected at a single point in time from a group of 166 college-level participants. These individuals are young adults whose ages span from 17 to 22, with a female majority of 55% (91 participants) and a male representation of 45% (75 participants).

For the study, an instrument adapted from "Understanding lovemark brands Dimensions and Effect on Brand Loyalty in high-technology Products" [1]. was used. The survey employed a Likert scale rang-ing from 1 (strongly disagree) to 5 (strongly agree), providing a nuanced spectrum for respondents to express their level of agreement with various statements. This scale design is intended to capture a wide range of opinions, thereby enriching the statistical analysis.

For the purpose of scrutinizing the data and validating the conceptual framework, sophisticated analyt-ical methods were implemented. These included exploratory factor analysis to detect underlying variable relationships, confirmatory factor analysis to confirm these findings, and structural equation mod-elling to understand the causal relationships and validate the measurement model of lovemark, which pertains to the emotional connection a consumer has with a brand.

This investigation was executed over a period spanning from March to July of the year 2023, offering a snapshot of current attitudes and perceptions regarding brand loyalty among university students with-in the specified age group.

3. Results

Table 1 presents a matrix of factor loadings resulting from an exploratory factor analysis. The "Mini-mum Residual" extraction method was used in conjunction with an "oblimin" rotation, suggesting that the factors may be correlated with each other. The results are presented below RPM (Brand Reputation); items RPM1 to RPM4 load significantly on Factor 1, indicating that these items represent a standard dimension related to the brand's reputation. The factor loadings range from 0.71 to 0.79, in-dicating a strong and positive relationship with this factor. The uniqueness for these items varies between 0.34 and 0.48, which suggests that these items have between 34% and 48% of variance not ex-plained by the extracted factors. CDM (Brand Trust), items CDM2 to CDM6 load on Factor 3. Nota-bly, CDM5 has a very high factor loading of 0.90, indicating a robust relationship with this factor. The uniqueness for these items varies between 0.22 (item with the least unexplained variance) and 0.71 (item with the most significant unexplained variance). PDM (Passion for the brand), items PDM1 to PDM4 load on Factor 3. These items show significant factor loadings, with PDM3 being the item with the highest loading (0.90), indicating a robust relationship with this factor. The uniqueness for these items ranges between 0.19 and 0.41. IDM (Brand Intimacy), items IDM1 to IDM4 load on Factor 2. IDM3 has an extremely high factor loading of 0.93, indicating a robust relationship with this factor. The uniqueness for these items ranges between 0.19 and 0.40.

In general, factors represent latent dimensions that group items based on how they are correlated with each other. High factor loadings indicate that an item is strongly related to a specific factor. Unique-ness indicates the proportion of variance in the item that is not explained by the extracted factors. The

interpretation suggests that the items grouped under each factor measure specific aspects of the con-sumer's relationship with the brand, and the values presented in the table indicate a good factor struc-ture for these items.

Table 1. Factor Loads (independent variables/predictors)

	Factor				
	1	2	3	4	Uniqueness
RPM1	0.71				0.48
RPM2	0.77				0.37
RPM3	0.79				0.34
RPM4	0.73				0.40
CDM2				0.62	0.39
CDM3				0.46	0.71
CDM4				0.68	0.30
CDM5				0.90	0.22
CDM6				0.48	0.48
PDM1			0.60		0.39
PDM2			0.82		0.19
PDM3			0.90		0.23
PDM4			0.53		0.41
IDM1		0.67			0.40
IDM2		0.81			0.21
IDM3		0.93			0.19
IDM4		0.56			0.33

Note. The 'Minimum residue' extraction method was used in combination with an 'oblimin' rotation

Table 2 presents the reliability indices for different variables related to consumers' perception and relationship towards brands. Brand reputation (RPM): Brand reputation has an alpha coefficient (α) of 0.85, indicating high reliability in the measurement of this construct. The values ω_1, ω_2 and ω_3 are consistent at 0.85, suggesting coherence between the items measuring brand reputation. The AVE is 0.59, suggesting that the RPM variable explains 59% of the variance in the observed items. Brand trust (CDM): Brand trust shows high reliability with an alpha coefficient of 0.86. The values ω_1, ω_2 and ω_3 remain constant at 0.86. The AVE for trust in the brand is 0.55, indicating that this variable explains 55% of the variance in the observed items.

Brand passion (PDM): Passion towards the brand has an alpha coefficient of 0.89, showing high reliability. The values ω_1 and ω_2 are 0.89, but ω_3 is slightly higher at 0.90. The AVE for brand passion is 0.67, suggesting that this variable explains 67% of the variance in the observed items. Brand intimacy (IDM): Brand intimacy has the highest alpha coefficient in the table, with a value of 0.90, reflecting excellent reliability. The values ω_1 and ω_2 are 0.90, and ω_3 is 0.91. The AVE for brand intimacy is 0.70, the highest percentage in the table, suggesting that this variable explains 70% of the variance in the observed items.

The analyzed variables show high reliability in measuring different aspects of the consumer's relationship with the brand. The values ω_1, ω_2 and ω_3 indicate coherence in the measurements for each variable, which suggests a strong cohesion between the items that compose them. These results provide confidence in the ability of

these variables to measure their respective constructs accurately.

Table 2. Reliability indices

Variable	α	ω_1	ω_2	ω_3	AVE
RPM	0.85	0.85	0.85	0.85	0.59
CDM	0.86	0.86	0.86	0.86	0.55
PDM	0.89	0.89	0.89	0.90	0.67
IDM	0.90	0.90	0.90	0.91	0.70

In the context of statistical models, such as logistic regression models or structural equation models, the Chi-square test is often used to compare the goodness of fit of a model to the data. In the information provided in Table 1, two models are presented: a "Base model" and a "Factor model". In the base model, the high value of X^2 indicates a poor fit of the base model to the data since large values of X^2 suggest a large discrepancy between the observed frequencies and those expected under the model. However, the p-value is needed to determine the statistical significance of this discrepancy. Regarding the factor model, in contrast to the base model, the factor model has a much lower X^2 value, indicating a better fit to the data. The p-value is less than .001, statistically significant evidence that the factor model fits the data better than an independent model. Such a low p-value is a solid indication to reject the null hypothesis, which is generally the assumption that there is no difference between the observed and expected frequencies (or that the current model does not fit significantly better than the model). Of independence).

The critical point is that a lower Chi-square value and a significant p-value indicate a better model fit. See table 3.

Table 3. Chi-square test

Label	X^2	df	p
Base model	2098.310	153	
Warp model	250.631	129	< .001

Table 4 presents the results of the "Fit indices" for the confirmatory factor analysis; a reasonable fit is demonstrated, evidenced by a Standardized Root Mean Square Residual (SRMR) [33] of 0.054, which indicates a minimal discrepancy between the observed covariances and the estimated ones, indicating a favourable fit of the model to the data. However, the Root means the square error of approximation (RMSEA) [34] value of 0.075, although within acceptable limits, suggests a moderate fit, an interpretation supported by the 95% confidence interval ranging from 0.061 and 0.089, crossing the threshold of 0.08, which introduces a particular uncertainty regarding the suitability of the model. Furthermore, the p-value of 0.002 for the RMSEA refutes the possibility of a perfect fit in the population, a common expectation in complex modelling. Taken together, these results point to a satisfactory fit of the model, although not optimal, suggesting the viability of the current model with the possibility of exploring future modifications to improve its congruence with the empirical data, always considering the theoretical foundation and practical relevance of the model. Model in question.

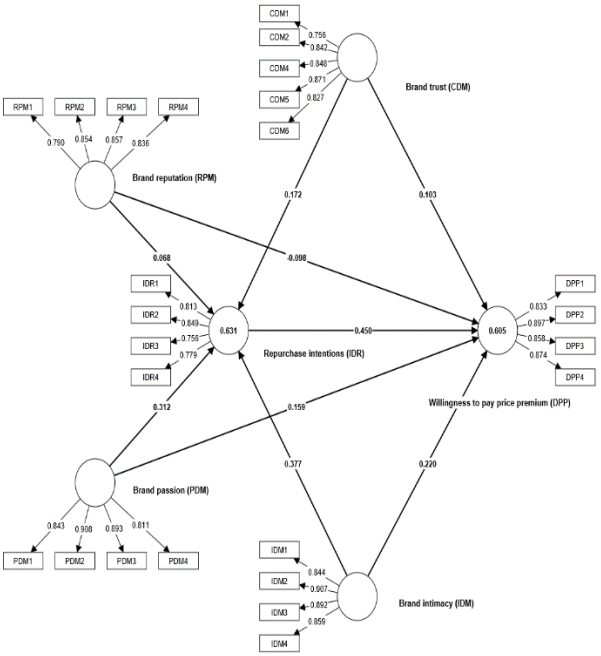
Table 4. Fit indices of the confirmatory factor analysis

		95% Confidence Interva	
SRMR	RMSEA	Lower	p-value RMSEA
0.054	0.075	0.061	0.002

The presented indices provide a detailed understanding of the fit of the proposed model compared to a null model. The Comparative Fit Index (CFI) is 0.937, and the Tucker-Lewis Index (TLI) is 0.926, close to 1, indicating a favourable fit of the model to the data. The Bentler-Bonett Non-normed Fit Index (NNFI) also reflects a good fit with a value of 0.926. These values suggest that the proposed model has a reliable representation of the relationships observed in the data. The Bentler-Bonett Normed Fit Index (NFI) and the Bollen Relative Fit Index (RFI) present values of 0.881 and 0.858, respectively, which indicates that, although the proposed model improves over a null model, there is still room for Optimize fit. Bollen's Incremental Fit Index (IFI) and Relative Noncentrality Index (RNI) show values of 0.938 and 0.937, respectively, reaffirming that the proposed model provides a considerably good fit to the data relative to a null model.

Parsimony Normed Fit Index (PNFI), with a value of 0.742, indicates that the proposed model is reasonably parsimonious, although there is still room to simplify the model without sacrificing fit. Together, these indices indicate that the proposed model has a satisfactory fit for the data and offers a reliable representation of the observed relationships. However, there are areas where the model could benefit from refinements or adjustments to improve its congruence with empirical data.

Fig.1. Coefficient of determination R^2 – PLS-SEM



According to the results in Figure 1, the R^2 (R-square or coefficient of determination) and the adjusted R^2 (R-square adjusted) are metrics used in statistics and modelling to evaluate the explanatory power of a model on a dependent variable. In the context of PLS-SEM, these metrics measure how well the independent (or predictor) variables explain the variation in the dependent variables of the model.

Willingness to pay premium price (DPP), R^2: 0.605. This means that approximately 60.5% of the variation in "Willingness to pay premium price" is explained by the independent variables in the model. It is a relatively high value, which indicates that the model has good explanatory power over this variable—adjusted R^2: 0.593. The adjusted R^2 considers the number of

predictors in the model and is a more conservative measure than the regular R^2. In this case, it is still a high value, very close to the regular R^2, which suggests that including additional predictors is not artificially inflating the explanatory power of the model.

Repurchase intentions (IDR): R^2 of 0.631. About 63.1% of the variation in "Repurchase Intentions" is explained by the independent variables in the model. This is also a high value, indicating a robust explanatory capacity of the model for this variable-adjusted R^2: 0.622. As with DPP, the adjusted R^2 is very close to the regular R^2, indicating that the model is robust and not inflated by including irrelevant predictors. Overall, these values indicate that the model has strong explanatory power on both dependent variables, "Willingness to pay premium price" and "Repurchase intentions." R^2 and adjusted R^2 values above 0.6 are typically considered indicative of good model fit in many disciplines. However, it is also essential to consider the significance of individual paths and other fit criteria when evaluating the model as a whole.

Table 5. Path coefficients – betas

	(DPP)	(IDR)
Brand trust (CDM)	0.103	0.172
Repurchase intentions (IDR)	0.450	
Brand intimacy (IDM)	0.220	0.377
Brand passion (PDM)	0.159	0.312
Brand reputation (RPM)	-0.098	0.068

Table 5 represents the path coefficients (beta coefficients) from PLS-SEM structural equation modelling performed with SmartPLS. These coefficients indicate the direct relationship between the latent variables (or constructs) of the model. Let me interpret these results.

Brand trust (CDM): It has a positive effect on the "Willingness to pay premium price (DPP)" with a coefficient of 0.103. This suggests that as trust in a brand increases, consumers' willingness to pay a premium price also increases. It also has a positive effect on "Repurchase Intentions (IDR)" with a coefficient of 0.172. This implies that trust in a brand can lead to a greater likelihood that consumers will purchase that brand again in the future.

Repurchase intentions (IDR) are positively related to "Brand trust (CDM)" with a coefficient of 0.450. This is consistent with what was mentioned above, but from another perspective: when repurchase intentions are high, there is generally high trust in that brand. Brand intimacy (IDM) has a positive relationship with both "Brand Trust (CDM)" with a coefficient of 0.220 and "Repurchase Intentions (IDR)" with a coefficient of 0.377. This suggests that perceived intimacy or closeness with a brand can influence both trust in the brand and the intention to repurchase products from that brand. Brand Passion (PDM) is positively related to "Brand Trust (CDM)" and "Repurchase Intentions (IDR)" with coefficients of 0.159 and 0.312, respectively. This indicates that the more passionate consumers feel about a brand, the more they trust it and have more excellent repurchase intentions. Brand Reputation (RPM) has a negative relationship with "Brand Trust (CDM)" with a coefficient of -0.098, which is interesting. This could suggest that, in some contexts, a brand with a high reputation may not necessarily generate high trust. However, this coefficient is relatively small and close to zero.

It also has a positive, although weak, relationship with "Repurchase Intentions (IDR)" with a coefficient of 0.068. Therefore. The table shows the direct relationships between various brand-related constructs in a PLS-SEM model, such that the coefficients indicate the

direction and magnitude of these relationships.

Table 6. f^2 (f square)

	(DPP)	(IDR)
Brand trust (CDM)	0.011	0.033
Repurchase intentions (IDR)	0.190	
Brand intimacy (IDM)	0.050	0.184
Brand passion (PDM)	0.024	0.111
Brand reputation (RPM)	0.013	0.007

Table 6 presents the results of f^2 (*f squared*), which is a metric in structural equation modelling, particularly in the PLS-SEM approach, which measures the size of the effect of an exogenous (independent) variable on an endogenous (dependent) variable in the model. It is a tool to evaluate the relevance of the relationships in the model. Below are generally three reference points for interpreting the effect size of f^2:

- f^2 of 0.02 is considered a small effect.
- f^2 of 0.15 is considered a medium effect.
- f^2 of 0.35 is considered a large effect.

Thus, Brand Trust (CDM) In "Willingness to Pay Premium Price (WPP)": f^2 of 0.011 indicates a very small effect. In "Repurchase Intentions (IDR)": f^2 of 0.033 indicates a small effect. Repurchase intentions (IDR): In "Brand trust (CDM)": f^2 of 0.190 indicates a medium effect. Brand Intimacy (BDI): In "Brand Trust (CDM)": f^2 of 0.050 indicates a small effect. In "Repurchase Intentions (IDR)": f^2 of 0.184 is close to being considered a medium effect but is still classified as small. Brand Passion (PDM): In "Brand Trust (CDM)": f^2 of 0.024 indicates a small effect. In "Repurchase Intentions (RDI)": f^2 of 0.111 indicates a small effect. Brand Reputation (RPM): In "Brand Trust (CDM)": f^2 of 0.013 indicates a very small effect. In "Willingness to pay price premium (WPP)": f^2 of 0.007 is also very small.

Therefore, most of the variables have a small effect on the others, according to the f^2 values presented. The relationship between "Repurchase Intentions (IDR)" and "Brand Trust (CDM)" shows a medium-sized effect, indicating a notable influence of IDR on CDM in the model

Table 7. Indirect effects - IDR mediation

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P-value
H1: (IDM) -> (IDR	0.170	0.172	0.066	2.586	0.005
H2: (PDM) -> (IDI	0.141	0.139	0.056	2.524	0.006
H3: (RPM) -> (IDI	0.031	0.036	0.040	0.760	**0.224**
H4: (CDM) -> (ID	0.077	0.075	0.044	1.749	0.040

Table 7 presents the indirect effects and the mediation role of IDR to determine if "Repurchase Intentions (IDR)" has a significant mediating role; the T values and p-values can be observed: Intimacy of brand (IDM) -> Repurchase intentions (IDR) -> Willingness to pay premium price (DPP): T statistic: 2.586, P value: 0.005. Since the p-value is less than 0.05, the relationship is statistically significant. That is, "Brand Intimacy" has a significant effect on "Repurchase Intentions", which in turn influences "Willingness to Pay Premium Price".

Brand Passion (PDM) -> Repurchase Intentions (IDR) -> Willingness to Pay Premium Price (DPP): T statistic: 2.524, P-value: 0.006, Like the previous case, the p-value is less than 0.05, indicating a significant relationship. This suggests that "Brand Passion" affects "Repurchase Intentions", influencing the willingness to pay a premium. Brand Reputation (RPM) -> Repurchase Intentions (IDR) -> Willingness to Pay Premium Price (WPP): T statistic: 0.760, P-value: 0.224; here, the p-value is more significant than 0.05, indicating that the relationship is not

statistically significant. That is, "Brand reputation" does not seem to have a significant effect through "Repurchase intentions" on "Willingness to pay premium price".

Brand trust (CDM) -> Repurchase intentions (IDR) -> Willingness to pay premium price (DPP): T statistic: 1.749, P-value: 0.040, the p-value is less than 0.05, so this relationship is also significant. This suggests that "Brand Trust" influences "Repurchase Intentions", affecting the willingness to pay a premium.

Consequently, "Repurchase Intentions (IDR)" seems to act as a significant mediating variable between "Brand Intimacy", "Brand Passion", and "Brand Trust" towards "Willingness to Pay Premium Price". However, for "Brand Reputation", "IDR" does not appear to significantly mediate its relationship with willingness to pay a premium price.

4. Discussion

The results indicate a significant correlation between brand trust, brand reputation, brand intimacy, and brand passion. These elements together form the "Brand-Customer Relationship", which translates into active defensive behaviour or "Brand Advocacy". This defence goes beyond customer loyalty; it reflects how much they are willing to discuss and recommend the brand. This idea aligns with what was proposed by Miguel, Miranda and Verlegh.

According to the data collected, the trust that customers place in a brand (Brand Trust) is closely related to their willingness to recommend it. These findings support what was mentioned by Fatma and Khan. Furthermore, the brand reputation formed through experiences and communications with the brand influences brand defence behaviour, as suggested by Fombrun and Rindova. The emotional connection (Brand Intimacy) between the customer and the brand also actively motivates customers to share their experiences, a claim supported by Primasari and Indriani.

The level of enthusiasm or passion (Brand Passion) that a customer feels towards a brand was another factor that was shown to have a significant impact on the results, aligning with what was proposed by Fetscherin.

The results show that Brand Advocacy has a direct impact on repurchase intentions. This finding correlates with what was stated by John [19]. Additionally, the research also highlights the role of corporate social responsibility (CSR) and product quality, in line with the research of Ahmad and, Surianto and Setiawan.

Another relevant finding is the relationship between brand reputation and the consumer's willingness to pay a higher price. The data agree with previous research that highlights the role of brand reputation in value perception, as suggested by Mukherjee and Pandelaere, Chaab and Zaccour and Cho.

In summary, the results obtained reinforce the importance of the "Brand-Customer Relationship" and how it influences consumer behaviour in terms of brand defence, repurchase intentions and willingness to pay a premium price.

5. Conclusions

Brands that manage to establish intimacy and passion with their customers, as well as generate trust, tend to influence their repurchase intentions positively. Specifically, "Brand Intimacy" and "Brand Passion" present a statistically significant relationship with "Repurchase Intentions", suggesting that the closer and more passionate a customer's relationship is with a brand, the more likely they are to that you intend to repurchase. "Brand trust" also plays a relevant role, although to a lesser extent than the first two.

Unlike the other variables, "Brand reputation" did not show to have a significant mediating effect through "Repurchase intentions" on "Willingness to pay a premium price". This could suggest that, while having a good reputation is beneficial, more is needed to guarantee that customers will be willing to pay a premium based on that reputation alone. Other factors, such as product quality or customer service, may play a more dominant role in the willingness to pay a higher price.

Repurchase intentions are an essential mediating variable in customers' willingness to pay a premium. When customers intend to repurchase a product or service, they are likely also willing to pay a higher price, especially if they feel an emotional connection (intimacy and passion) with or trust the brand. Brands looking to justify premium prices should strengthen intimacy, passion and trust with customers to increase their repurchase intentions.

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