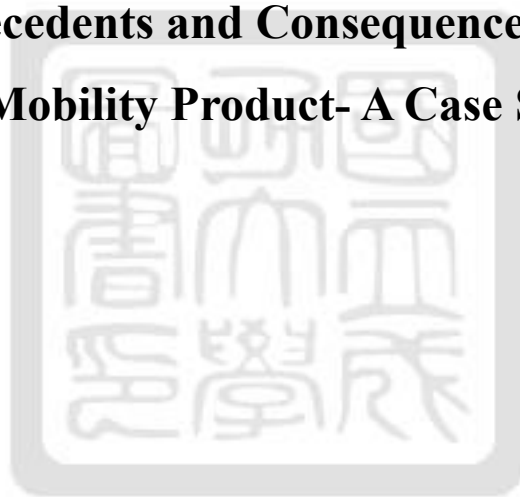國立成功大學

交通管理科學系碩士班

碩士論文

探討以移動性產品為背景下品牌熱愛之前因及後果

一以 Gogoro 為例

Investigating Antecedents and Consequences of Brand Love in the Context of Mobility Product- A Case Study of Gogoro

研究生：余雨寰

指導教授：陳勁甫 博士

中華民國一百零九年六月

國立成功大學

碩士論文

探討以移動性產品為背景下品牌熱愛之前因及後果—
以Gogoro為例

Investigating Antecedents and Consequences of Brand
Love in the Context of Mobility Product-A Case Study
of Gogoro

研究生：余雨寰

本論文業經審查及口試合格特此證明

論文考試委員：溫博華

蔡東峻

陳勁甫

指導教授：陳勁甫

系(所)主管：陳勁甫

中　華　民　國　109　年　6　月　12　日

中文摘要

　　品牌熱愛是近年來市場行銷中重要的一環並且逐漸被重視，研究證實培養提升和消費者對於品牌的熱愛，能產生許多有利於品牌的行為後果如品牌忠誠度，許多新創公司打破了傳統的行銷概念，他們發現吸引消費者並產生熱愛情緒的品牌特性，不再是以外觀或功能為主，真實的體驗和與顧客產生共鳴兩者才是產生品牌熱愛的關鍵，但在以往的研究中卻從未有結合兩者對於品牌熱愛影響的討論，而如何將品牌提供的體驗，透過心理上的認知轉變為對品牌的正面情感，也是行銷層面有待驗證的重要議題。

　　本研究以品牌體驗為出發點，探討品牌體驗如何直接或透過中介變數（品牌認同和品牌真性）間接去影響品牌熱愛，並進一步了解品牌熱愛是否對品牌忠誠度與顧客公民行為具有正面效果。為了檢驗本研究所提出的假設，我們總共蒐集 776 份有效問卷並且使用結構方程模式進行分析。研究結果顯示，品牌體驗會直接與透過品牌認同和品牌真實性間接對品牌熱愛產生正面顯著的影響；而品牌熱愛對品牌忠誠度與顧客公民行為也有正向顯著影響。本研究將針對結果進行討論並且提供管理意涵以及未來研究的建議。

關鍵字：品牌體驗、品牌認同、品牌真實性、品牌熱愛、品牌忠誠度、顧客公民行為、Gogoro

Abstract

Developing consumer's feelings of love toward a brand has come to notice as an essential part of brand marketing. Previous studies show that satisfying customers with brand love is more likely to cultivate stronger behavior outcomes for the benefit of brands, such as the ultimate marketing goal brand loyalty. In recent years, numerous startups have destructed the traditional concept of marketing. They discovered that consumers are more attracted to authentic experience and values that echo customer's perception instead of appearance or functional performance. However, there is a lack of integrated discussion concerning both constructs on brand love. Moreover, how customers convert their experiential feeling through psychological perceptions into love is also yet to be resolved.

This study regard brand experience as the initial step to discuss whether experience has direct or indirect impact on brand love, and thereafter generates brand loyalty and triggers customer citizenship behavior. To examine our theoretical hypothesis, we obtained a total of 776 valid samples using structural equation modeling for analysis. Results show that brand experience has a positive effect directly on brand love and indirectly through brand identification and brand authenticity. While brand love also positively affects brand loyalty and customer citizenship behavior. Eventually, this study will discuss managerial implications and suggestions for future research.

Keywords: Brand experience, brand identification, brand authenticity, brand love, brand loyalty, customer citizenship behavior, Gogoro

致謝

時光荏苒，歲月如梭，轉眼間兩年的研究所生涯已來到最後的篇章，驀然回首，獲得研究所門票的喜悅恍若昨日，如今卻已載著豐碩的成果即將離開，時間快得令人感到不可思議。

首先，感謝我的指導教授陳勁甫老師，這段日子給予我許多挑戰和嘗試的機會，除了在論文撰寫期間給予扎實的教導與督促，也讓我有機會至香港理工大學感受不同的學術氛圍，同時在每週的會晤中也從老師身上學習到對於研究嚴謹的態度和許多為人處事的道理，真的非常感謝老師這兩年對我的包容以及悉心的指導，讓我能以飛躍性速度成長蛻變。此外，也感謝蔡東峻老師、溫傑華老師對於論文給予的寶貴建議與指正，讓我能精益此作，在此表示深摯的謝忱。

接著要感謝任哲學長、依恩學姐在學業上的提點，踏著你們走過的腳印，讓我們在研究的道路上少走許多冤枉路。感謝伊萱、柏任這兩年給予我許多幫助，以及彼此的砥礪和相互扶持，讓我們一起克服了各種難關。感謝珮雅、燕妮、敏鈴和琳雅學妹總是讓研究室充滿歡笑與活力。此外特別感謝迎哲在碩二這段最艱難的時期，對我學業、生活上的幫助與關心。很高興在人生的道路上能和你們相遇相識，祝福大家未來都能夠在各自的領域嶄露頭角、發光發熱！

最後，要感謝默默支持與關心我的家人，在背後當我最堅實的後盾，讓我在求學過程中無後顧之憂。感謝這段旅途中許多人的幫助和鼓勵，以及自己堅持不懈的努力，造就了這篇論文的誕生。

雨寰謹誌
民國一零九年夏 於成大交管所

Contents

List of Figures

List of Tables

Chapter 1 Introduction

1.1 Background

From being a tool for distinguishing different producers or products, the brand itself has become a symbolic sign of being purchased (Baudrillard & Foss, 1983; Featherstone, 1994). For instance, Logo, Nike, or even Apple does not merely represent their tangible products but encompass symbolic values in terms of a way to express self-concept (Mody & Hanks, 2019; Salzer-Mörling & Strannegård, 2004). Given such evolution of brands, Aaker (1996) accentuated the significance of perceiving the brand as an asset and bought up the concept of brand equity. In short, since then, the brand has been considered an intangible asset that needs to be meticulously tended to.

To differentiate themselves and build a sustainable proposition, a brand has to offer different experiences. According to Schmitt (1999), brands are always at the frontline of providing experiences. Furthermore, "What consumers want is products, communications, and marketing campaigns that dazzle their senses, touch their hearts, and stimulate their minds." Intensive and remarkable experiences have better chance of establishing organizational advantages; for instance, consolidated customer satisfaction, loyalty , brand credibility, and brand equity (Das, Agarwal, Malhotra, & Varshneya, 2019; Dwivedi, Nayeem, & Murshed, 2018; Iglesias, Markovic, & Rialp, 2019; Morgan-Thomas & Veloutsou, 2013; Ramaseshan & Stein, 2014; Riivits-Arkonsuo, Kaljund, & Leppiman, 2015; Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros, & Schlesinger, 2009). These findings explicitly illustrate the fundamental measures and the importance to satisfied consumer's desire for experience.

In recent years, different types of startups emerged with disruptive innovation,

has overturned the established market roles and consumer habits in a short period of time. Gogoro, a newly emerged energy company in Taiwan, exemplified one of the innovative companies with unprecedented promoting strategy. Instead of paying a celebrity endorsement, Gogoro focuses on authentic stories of small figures to arouse people's empathy and conveys brand philosophy, which attracts consumers that own the same view. Research has proven with a sense of authenticity and that of fitting consumer's self-concept are effective in promoting loyalty (Balakrishnan, Dahnil, & Yi, 2014; Carroll & Ahuvia, 2006).

Loyalty is considered the essence of the dimension of brand equity and has been broadly discussed various marketing research (Aaker, 1996). The advantages of creating customer loyalty on brands including repeated purchasing, increasing market share and obtaining supportive behavior outcome from consumers. Accordingly, it has been regarded as the ultimate market goal and the most critical factor for brands. Recent research carries on investigating mediating effects of brand love on either authenticity or identification to loyalty and procured some positive results, which laid a solid foundation for the present study (Bergkvist & Bech-Larsen, 2010; Mody & Hanks, 2019).

1.2 Motivation

"Love" is derived from a strong emotional experience which is identified as a silent influence for brands that came to notice in the last decade (Carroll & Ahuvia, 2006). Research has revealed that it is an essential function for a brand to be loved by providing authenticity in an ever-changing world (Griff Round, Abimbola, & Roper, 2012). While many brands seek to establish themselves as "cool," (Anik, Miles, & Hauser, 2017), consumers, on the contrary, are searching for authenticity and values that echo their perception and preference; people want experiences, not only for hedonic reasons but also a deeper meaning to their lives (Scrizzi, 2012).

The relationship between brand love and identification head the cast in prior research; consumers may develop the feelings of shaping, expressing, or maintaining their sense of identity that with a higher level of love for brands (Fournier, 1998; Kwon & Mattila, 2015; Mody & Hanks, 2019). Inversely, the relationship between brand love and authenticity received relatively little attention but deemed indispensable. Recent research illustrates authenticity as a mental state that motivates consumers with distinctive experience and cultivates intrinsic love for brands, which complements the self-expressive pursuit with filling the consumer's quest for genuineness (Manthiou, Kang, Hyun, & Fu, 2018; Mody & Hanks, 2019). Moreover, Hsu (2019) asserted that brand authenticity and brand identification are the two fundamental predictors for customer-brand construct such as brand passion. While extant literature have discussed brand identification (Alnawas & Altarifi, 2016) and brand authenticity (Mody & Hanks, 2019) as antecedents for brand love, existing theoretical and empirical approaches remain unilateral to include either construct, lacking an united discussion concerning both constructs on brand love. Moreover, although numerous studies have gathered a general recognition that brand

3

experience can contribute to higher loving emotion in recent years (Bıçakcıoğlu, İpek, & Bayraktaroğlu, 2018; Huang, 2017), literature is scant with how customer convert their experiential perceptions into love. Due to the literature backdrop, the present study identified three decisive constructs, namely brand identification, brand authenticity and brand experience as the antecedent of brand love.

Brand experience is perceived as the initial step in the relationship between brand and consumer, ultimately determining consumer–brand relationship (i.e., brand love) (Oliver, 2014). Besides, the formation of brand identification and brand authenticity can also be generated through constant positive encounters with brands, while nascent studies have only inspected the influence from brand experience to brand authenticity or identification independently (Jones & Runyan, 2013; Underwood, 2003; Wulandari, 2016). To our best knowledge, although brand experience has been linked to brand identification and authenticity, and them to brand love, the chain relationship among four constructs remains understudied. Hence, this article aims to fill the research void by bridging brand experience and brand love with two crucial mediators (i.e., brand identification and brand authenticity) and proposes an integrated conceptual framework to address the highlighted issue.

However, although brand love does exist in a variety of contexts, merely few brands are capable of arousing strong love from customers (Bagozzi, Batra, & Ahuvia, 2017). Different studies have explored the dimension of product category and suggested that product with more hedonistic, unique, stylish and self-expressive attributes to be more loved as compared with utilitarian perceptions such as functional features (Albert, Merunka, & Valette-Florence, 2008; Carroll & Ahuvia, 2006). Nevertheless, Fetscherin, Boulanger, Gonçalves Filho, and Souki (2014) stated that any brand could theoretically establish and specifically achieve a "love" type

4

relationship with consumers, but significant differences in terms of intensity of the relationships were observed between product category. Their findings suggest that the relationship between brand love and loyalty is the strongest for cars compared to commodity and apparel brands. Patwardhan and Balasubramanian (2013) further argued that consumers are attracted to brands possessed with novel perspectives, resources and identities, such as Apple or Starbucks.

In that regard, a great exemplification is the electric vehicle pioneer, Tesla, which is associated with innovative, futuristic and successful. Additionally, Tesla are also related to durable, high-involvement product and a way of symbolizing identity, beliefs, and values (Long, Axsen, Miller, & Kormos, 2019). However, as car carries symbolic capital in Northern-America consumer culture (Bardhi & Eckhardt, 2012), the symbolism that lies within the mobility culture in Taiwan is undoubtedly scooter. Scooters are extensively used in Taiwan due to high population density, mixed land-use, short daily trip distance, deficiency of parking spaces and the availability of scooters (Chiu & Tzeng, 1999). There are more than 14 million scooters scatter around a land of merely 36,000 square kilometers, equivalent to almost 400 scooters per square kilometer, and the density is 400 times that of the United States (Directorate General of Highways, 2020), which demonstrate the importance of scooter to Taiwan. Based upon literature, we found it intriguing to investigate brand love in the mobility context; and therefore, selected Gogoro, a brand that builds innovative electric scooters in Taiwan as our study subject.

As a final point, previous research revealed that product owners possess with more knowledge of the product category than non-owners; whereas those non-owners, in other words potential first-time buyers, with a stronger purchase motivation pay

higher attention to the product information leading to a different level of subjective perceptions (Alba & Hutchinson, 2000; Park, Mothersbaugh, & Feick, 1994; Qian, Soopramanien, & Daryanto, 2017). For the rather recent appearance of Gogoro and low adoption rate of electric scooters before the launch of Gogoro indicate rare repeat purchases on e-scooter because of the early phases of product life cycle (Parker & Neelamegham, 1997). Thus, the current study attends to the overall difference between first-time buyers and non-first-time buyer of scooters in general (i.e., fossil-fueled and electric scooters).

With that being said, our study mainly casts light on the intrinsic features that maintain our study subject Gogoro with the highest e-scooter market share. By studying the marketing strategy of Gogoro, we hope to validate our assumptions on the extended antecedents. Besides, behavioral outcome of brand love should not be ignored and therefore will be examined as well.

1.3 Research objectives

Based upon the research background and motivations, this study aims to investigate how brand experience may influence brand love, mediated by brand authenticity and brand identification in the proposed model. In essence, the objectives of this research are listed as below:

1. To explore whether brand experience affect Gogoro users' perception of brand authenticity, brand identification and brand love.

2. To investigate the effects of brand authenticity and brand identification on Gogoro users' brand love

3. To examine the outcome behaviors of brand love.

4. To inspect whether first-time buyers hold different attitude towards our conceptual model.

5. Providing implications and suggestions to academics and practitioners about how to increase users' passion towards the brand.

1.4 Research procedure

The current study is separated into five parts. First, we introduce the research background, motivation, and establish research objectives. After identifying the research purpose, we start out the literature review. Building upon previous literature review, we construct the research framework, hypothesis, and questionnaire design. Then we imply data collection and data analysis. Last, we discuss conclusions and suggestions from the survey results. The research procedure is expressed as follows (Figure 1.3):
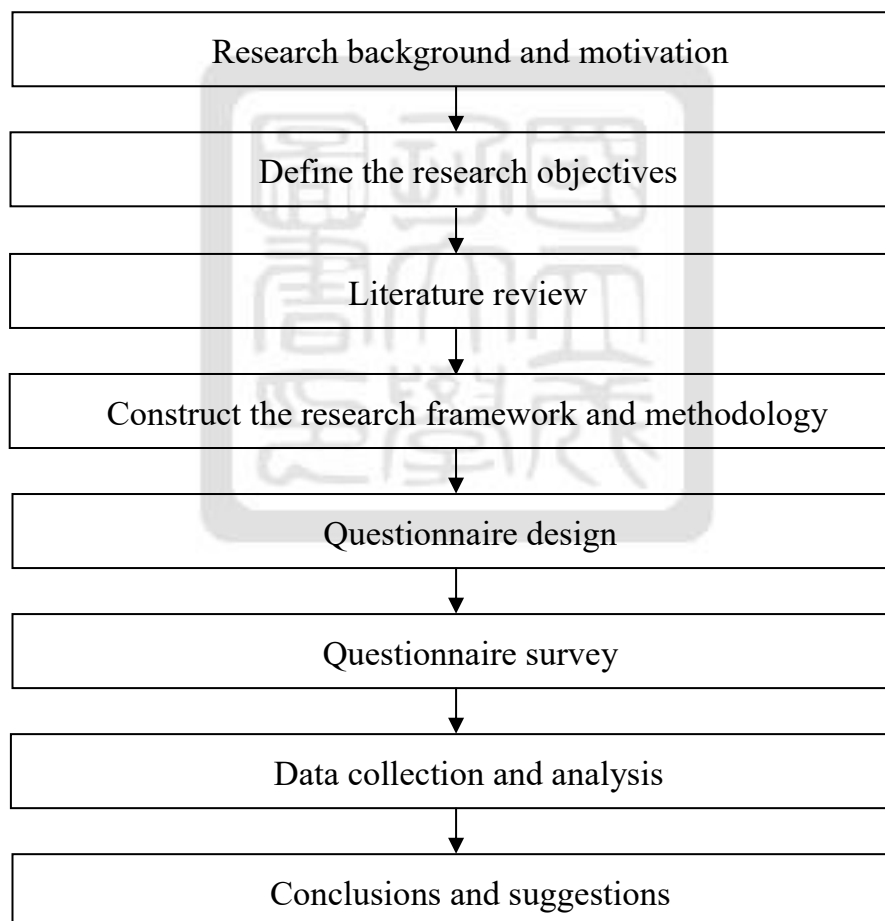
Figure 1.1 Research procedure

8

Chapter 2 Literature review

To explore the relationship between brand experience and brand love as well as the mediators, namely brand authenticity and brand identification, that bridge them theoretically, it is necessary to review previous studies and theories to construct a reasonable conceptual model. In this chapter, the present study intends to introduce the promotion and marketing strategy of Gogoro. Following that, this study thoroughly retrospects on related literature on brand experience, brand authenticity, brand identification, and brand love.

2.1 The development of e-scooter market in Taiwan

Across Asia, motorized two-wheeled vehicles are the predominant choice for daily travel, but the emissions from scooters produce huge amount of traffic pollution in many cities, choking the air with hazardous particulate matter, in addition to greenhouse gases. Taiwan, in particular, is known for its sky-high density of two-wheeled vehicles and ranked in the front for years, which contributes to a massive amount of CO_2 and PM2.5 emissions (Institute of Transportation, 2020). Due to this situation, the Taiwan government has been eager to promote e-scooter and brought out huge budgets for subsidizing people to replace their fuel scooters. However, the sale of e-scooter had stuck in the mud in the first few years as showed in Figure 2.1. It was not until an energy company Gogoro came out later on and launched a new series of e-scooters that drastically changed the status. The sales of e-scooter almost doubled every year. In 2019, more than 100,000 e-scooters and the number of e-scooter registered in Taiwan also exceeded 400,000, and it is still growing sharply (Directorate General of Highways, 2019).
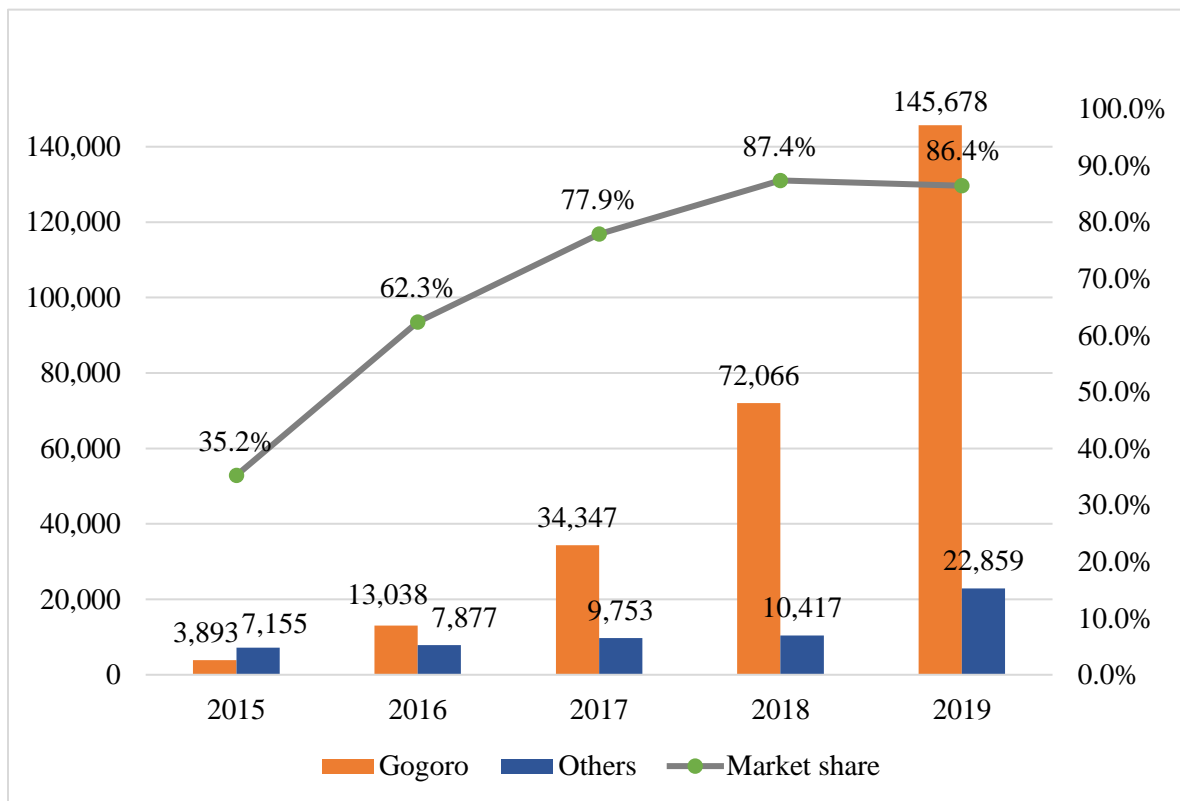
Figure 2.1 The sales and market share of Gogoro and other brands

Data resource: Directorate General of Highways (2019)

Founded in 2011, Gogoro is an energy technology corporation that produces e-scooters as well as providing energy network service in Taiwan. The brand regarded itself as a platform company at core, with the ultimate goal of providing a solution for energy-efficient vehicles. The company also operates Gogoro Network, which represents the Internet-connected battery-swapping stations that provide lithium-ion batteries for Gogoro Network powered scooters. This innovative e-scooter brand aims to promote its e-scooter to extend an energy network platform. The e-scooter what Gogoro so-called "smart two-wheels," is combined with several smart technologies and its intelligent system. Moreover, this brand not only greatly improves the performance of the previous e-scooters, but also builds many battery swapping stations to deal with the disadvantages of power charging.

10

Gogoro introduced the first smart electric two-wheel vehicle with swappable batteries in 2015. There was no other e-scooter with these cool designs and functions until the smart two-wheels emerged. Hence, as Figure 2.1 shows, Gogoro has become the dominated e-scooter brand. In 2019, Gogoro became a hit among hipsters and sold 145,678 e-scooters holding 86.4% market share, which is incredible given the saturated market, existence of dominated gasoline-powered scooter providers at the time and numbers of e-scooter manufacturers in Taiwan.

Reviewing the development and current situation of the entire e-scooter market in Taiwan, the market of e-scooter has grown dramatically due to the emergence of an innovative brand. Nevertheless, more traditional brands are joining the e-scooter war, and fierce competition is coming right up. Therefore, the present research will provide some development strategies and suggestions for these brands.

2.1.1 Gogoro's Marketing Strategy

The advent of smart e-scooter has caused a sensation in the Taiwan scooter market. Yu (2019) has proven the notion of "going green by going cool," which entitled Gogoro as the driver and leader of the e-scooter market. But at the moment, being cool does not seem to be enough anymore, since competitors are likely to close up the gap on functions, outlooks and even power consumption method. The most obvious example is shown in figure 2.2; in August 2019, one of the traditional scooter brands launched an almost identical scooter despite it was collaborating with Gogoro. Not to mention brand K, the king of the gasoline scooter market, is also soon going to launch its own e-scooter to keep up with the trend of the scooter market. But still, most consumers are choosing Gogoro over other brands bestowing Gogoro with an up to 90 percent market share after the launch of brand Y. Accordingly, in additional

11

to utilitarian and appearance reasons, this study tends to investigate other dimensions that keep Gogoro ahead of other contenders.

Gogoro 2	Brand Y

Figure 2.2 The sales and market share of brand G and other brands

Data resource: Gogoro (2018); YAMAHA (2019)

Recently years, research has argued that the key to success can be achieved by interacting with consumers on online communities to establish authenticity of brand and integrate customers' self-congruence with a brand's identity to generate stronger belongingness (Aro, Suomi, & Saraniemi, 2018; Balakrishnan et al., 2014). Although most people put the focus on the features of the products, including superior performance, intellectual functions, and trendy design, which should not be ignored, Gogoro's rise was no exception using the online network channel to expand consumer base. According to interviews of Gogoro's senior marketing manager Lin (2016), Gogoro has been utilizing the Facebook community as a way of customer service after the company kick stared, which associated Gogoro with a sincere image that takes every customer seriously. As the sale of e-scooter was getting on the track, Given the enjoyment of riding scooters, Gogoro gamifies the riding behavior on their app, by rewarding customers virtual badges if the players reach certain goals. This project not only arouses customers attaching emotions to Gogoro but triggers a

spillover effect from those gamers' behaviors, such as not swapping battery at peak hours, staying at home when there's a typhoon, and visiting the certain station in an attraction will all procure a virtual badge. Instead of imposing a mandated restriction of battery changing time zone or requirement for maintaining battery stations, Gogoro takes customers as valuable asset and guides them in a joyful manner.

Apart from that, at the early stage of Gogoro, the brand launched a series of activities for their customer, which trigger the perception of viewing Gogoro customers as a community that they belong to and creating a strong relationship with the customers. For instance, Gogoro initiated the first silent flash mob activity on Taipei Bridge since 2017 and was carried on by customers three years in a roll afterward. The magic and the beauty of Gogoro are that customers considered themselves a part of great cause and actively assist in hosting events, helping each other and engaging in the community. Gogoro holds a positive attitude towards those events said Lin (2016). Only by offering tiny necessary help, Gogoro obtained enormous exposure on the internet from the posts, photos, and videos that customers upload and attracted more consumers join in like a snowball effect.

In summary, Gogoro's success can be broken down into serval reasons. People will first notice Gogoro offers an amazing user experience with its superior performance, intellectual functions, and trendy design, which can refer to brand experience. Nevertheless, what Gogoro really does best is motivating customers with the genuine stories from other members in the Gogoro community, and authentic customer service via internet or outdoor activities. For instance, Gogoro users love to share their riding experience, personal conversion on their scooter, travel experience and feedback on Facebook and their official website. Customers that echo with those stories and therefore participate in Gogoro events, can be explained by brand

identification. By participating in Gogoro's community, customers consider themselves a part of great cause and actively assist in hosting events, helping each other and engaging in the community. Gogoro obtained considerable exposure on the internet from the posts, photos, and videos that customers upload, which could be represented as loyalty behavior or citizenship behavior to Gogoro. A positive circulation is thereby established as current users benefit from mutual benevolence, and attract non-Gogoro users to join in the community. The growing positivity encompass affection, pleasure, expectation and proud within each Gogoro owner's mind. Therefore, we can conclude with confidence that some of them has to do with the love for Gogoro.

Moving on to the next part, to establish a research framework, we look out reviewing the literature of brand experience, brand authenticity, brand identification, brand love, brand loyalty, and customer citizenship behavior.

14

2.2 Brand Love

Brand love can be regarded as a marketing outcome of rather deep and intense emotional connections with a certain brand (Long-Tolbert & Gammoh, 2012). Brand love was initially introduced and adapted as the interpersonal love theory to consumption research (Sternberg, 1986). At the time, they believed people feel loved only when participating in a group, which composed of passion, intimacy, and commitment three subdimensions. Despite interpersonal love, presented by Sternberg (1986), is most frequently used to interpret brand love, later studies strongly suggested to separate two concepts and opposed to the statement that brand love is the amplified form of interpersonal love (Batra, Ahuvia, & Bagozzi, 2012). Therefore, Carroll and Ahuvia (2006) defined brand love as "the degree of passionate emotional attachment a satisfied consumer has for a particular trade name".

The conceptualization of love at nascent stage was unidimensional, while later research investigated CBR (customer-based relationship) with multidimensions and perceived brand love as a relationship rather than an emotion (Albert et al., 2008; Batra et al., 2012). For example, Batra et al. (2012) finds brand love as consumers experience, and a higher-order construct including multiple cognitions, emotions, and behavioral components. To unveil the hidden aspects, seven elements of brand love prototype were proposed instead of a pinpointed definition, including passionate behaviors, self-brand motive, positive emotion, long-term relationship, anticipated separation stress, confidence toward the brand and overall attitude. However, the conceptualization trickle down this path is lack of pragmatical purpose (Bagozzi et al., 2017). The lengthy questionnaire is also an impediment to consistent results, as overextended dimensions may be redundant or overlap itself with other constructs

such as brand loyalty (Bairrada, Coelho, & Coelho, 2018; Rodrigues & Rodrigues, 2019). Whereas the unidimensional conceptualization proposed by Carroll and Ahuvia (2006) has been validated and most commonly applied with trust (Hsu & Chen, 2018; Huang, 2017; Manthiou et al., 2018). Due to its length, some studies trimmed down the original scale and refined it into more parsimonious versions to assess brand love (Fetscherin et al., 2014; Mody & Hanks, 2019). And thus, this study follows Mody and Hanks (2019) based on their remarkable cross group validation of measuring brand love.

Since the word "love" can be rather loosely used as an expression for commercial products or being confused with other constructs (i.e., satisfaction or brand passion), few common understandings about brand love should be clarified based on existing research. Firstly, brand love has been conceptualized as a form of "satisfaction" but with a greater affective feature instead of a cognitive element (Fournier & Mick, 1999). Additionally, in contrast to satisfaction which is more of a transactional outcome, brand love is developed from overtime relationships. Also, brand love is relevant to a wider variety of aspects comparing to brand passion, which primarily represents an extreme positive attitude. Brand love, by contrast, is more than emotional responses but long-lasting relationship. Therefore, in prior literature, brand passion is only conceptualized as a component of brand love (Albert, Merunka, & Valette-Florence, 2013). Lastly, a determinator that distinguishes brand love from other constructs is the willingness to declare love which aligns with consumer's identification (Carroll & Ahuvia, 2006).

Table 2.1 Selected brand love literature

Authors	Methodology	Antecedents	Outcomes
Albert and Merunka (2013)	SEM, 1,505 research participants in France report their favorite brand	·Brand identification ·Brand trust	·Brand commitment ·WOM ·Price Premium
Alnawas and Altarifi (2016)	SEM, 423 questionnaires from seven luxury hotel in Jordan	·Brand identity ·Brand-lifestyle similarity ·Brand identification	·Brand loyalty
Bagozzi et al. (2017)	SEM, 315 US undergraduate students' opinion on American Eagle Outfitters, Aeropostale, Express, and H&M.	·Functional quality of brand	·Consumer loyalty ·Word of mouth ·Resistance to negative information
Bergkvist and Bech-Larsen (2010)	SEM, 293 Australian students on culture-based brands	·Sense of community ·Brand identification	·Brand loyalty ·Active engagement
Bıçakcıoğlu, İpek, and Bayraktaroğlu (2016)	SEM, Online sample of 361 Turkish consumers on love brands in lives	·Brand experience ·Self-congruity	·Brand loyalty ·WOM
Carroll and Ahuvia (2006)	SEM, 334 respondents 1reported on 170 unique brands in 66 packaged goods categories such as soft drinks, soaps, and cereals.	·Hedonic product ·Self-expressive brand	·Brand loyalty ·WOM

Authors	Methodology	Antecedents	Outcomes
Huang (2017)	SEM, 237 mobile phone customers aged between 18 and 30 in Taiwan	·Brand experience (sensory, intellectual and behavior)	·Behavior loyalty ·Attitudinal loyalty
Kim and Kim (2018)	SEM, 442 passengers of US airlines that acquainted with airlines' support for environmental and social charitable causes	·Productive imagination ·Reproductive imagination ·Creative Imagination	·Customer citizenship behavior
Leventhal, Wallace, Buil, and de Chernatony (2014)	SEM, 265 Irish university students which are Facebook users engaging with brands by "liking" them.	·Self-expressive brand (inner self) ·Self-expressive brand (social self)	·Brand advocacy ·WOM ·Brand acceptance
Manthiou et al. (2018)	SEM, 412 American guests of different luxury hotel brands within the past 12 months	·Brand authenticity ·Impression in memory ·Lifestyle congruence	
Mody and Hanks (2019)	SEM, A total of 1,256 responses from Airbnb and hotel visitors in US	·Brand authenticity ·Existential authenticity ·Interpersonal authenticity	·Brand loyalty
Wang, Ryan, and Yang (2019)	Hierarchical multiple regression, 456 staff from hotel in US and Taiwan		Organizational citizenship behaviors: ·Forgiveness ·Supportive voice ·Helping

2.3 Antecedents of brand love

To have a clearer view of the relationship between brand love and other constructs, this study conducted a comprehensive review on relevant literature and summarize as Table 2.1 before further discussion. Referring to our systematic review, prior studies associated brand love with predictors such as self-expressiveness (Leventhal et al., 2014), hedonic values (Carroll & Ahuvia, 2006), brand trust (Albert et al., 2008) and brand identification (Bergkvist & Bech-Larsen, 2010), among other antecedents. Technically, from our observation, brand love is closely tied to consumer's identity in the majority of brand love research, which involves an integration of brand into the self-concept. On top of expected antecedents such as perceived quality, perceived value or satisfaction (Bairrada et al., 2018; Hsu & Chen, 2018), recent studies find authentic and unique experience as determinator of love creation (Manthiou et al., 2018). Although brand experience has been confirmed as a firm predictor of brand love in several empirical research (Bıçakcıoğlu et al., 2016; Prentice, Wang, & Loureiro, 2019), authenticity is certainly another perspective of experience that need to be considered.

2.3.1 Brand Experience

The concept of customer experience has captured scholars' attention since the mid-1980, a new experiential approach that discovered an original aspect of consumer behavior. (Holbrook & Hirschman, 1982; Iglesias et al., 2019). Many researchers regarded the influence of experience with a brand is stronger than product-orientated features, which produces a deeper meaning to consumers, which drives purchase intention by provider's active management (Ha & Perks, 2005; Verhoef et al., 2009). While some focused on utilitarian attributes and physical cues,

19

such as colors, shapes, and fronts, not on experience provided by brand (Bellizzi & Hite, 1992; Gorn, Chattopadhyay, Yi, & Dahl, 1997; Meyers-Levy & Peracchio, 1995).

To fill the paucity, Brakus, Schmitt, and Zarantonello (2009) conceptualize brand experience as "subjective, internal consumer responses (sensations, feelings, and cognitions) and behavioral responses evoke by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments." Four dimensions were encapsulated to capture brand experience: sensory, affective, behavioral and intellectual. The experiential stream of research advocates the interest in sensory and emotional connections with consumers instead of focusing on the tangible aspects of product and service. For example, Klein, Falk, Esch, and Gloukhovtsev (2016) suggested instead of emphasizing on customer perceptions of a particular brand, the focus should be on how these perceptions affect the customer brand experience, and thus only included affective dimension to measure brand experience. Comparably, Hepola, Karjaluoto, and Hintikka (2017), viewed sensory brand experience to be core dimension among four subconstructs, given consumers commonly recognize products that rely on their sensation. For such debatable circumstance, this study however adopted the entire four concept, in case any perception of brand experience were left behind.

Brand experience has been primarily associated with brand identification in the literature (Jones & Runyan, 2013). Customer experience is most likely to result in identification because of the symbolic nature of brand as an essential element for establishing a relationship between brands and consumers. In addition, research finds that preferred brand experience can not only reinforce customer's desired identity but fill the quest for authenticity as a critical channel (Beverland & Farrelly, 2010).

2.3.2 Brand Authenticity

The notion of authenticity for a brand is commonly referred to as "genuine, sincere, original, honest and natural features" (Alexander, 2009; Boyle, 2003; Fine, 2003; Relph, 1976; Schallehn, Burmann, & Riley, 2014). In business research, brand authenticity is described as "the degree to which a brand is considered original and genuine, meaning it is unique and not derivative, and truthful to what it claims to be"(Albert et al., 2008). Perceived authentic brands tend to be trigger customer's intrinsic moral virtue which generates love for product instead of an economic motive (Beverland, 2006; Beverland, Lindgreen, & Vink, 2008). Each customer has their own way of experiencing authenticity and evaluates the authenticity of the product from different aspects such as their interest, or knowledge about the subject (Grazian, 2005). Therefore, the provider's ability to bestow their product or service to satisfy consumers' needs for authenticity will be the key to successful brand marketing (Brown, Kozinets, & Sherry, 2003). Gogoro, a predominated e-scooter brand in Taiwan exemplified the originality dimension. With the image of green, cool and ecological, the brand itself conveys a philosophy of focusing on environmental issues and trying to change the way people consume energy, which has become an iconic brand in the scooter market of Taiwan.

The relationship between brand authenticity and brand love has been repeatedly discussed in the literature. As brand can serve as a relationship catalyst, which provides consumers with the benefit of an ongoing relationship and emotional attachment. While one of the main function of branding and thriving as a stable and authentic provider is to generate brand love(Griff Round et al., 2012). Riivits-Arkonsuo et al. (2015) also highlight authenticity as one of the key elements of the brand experience that contributes to brand love, and subsequently, brand evangelism.

2.3.3 Brand Identification

Multiple studies have categorized brand identification into two main streams: interpretative/sociological and psychological approaches (Stokburger-Sauer, Ratneshwar, & Sen, 2012; Tuškej, Golob, & Podnar, 2013). As sociological approaches often provide a way to interpret structures or patterns that unfold the identification process, the psychological approaches best illuminate the corresponding process for each individual (Ravasi & Van Rekom, 2003; Tuškej et al., 2013). The sociological approaches imply consumers perceived certain groups or organizations possessed characteristics that they belong to (Kim, Han, & Park, 2001; Lasswell, 1935; Tuškej et al., 2013). Such organizations not only includes where people belong but also where they desire to belong (Kim et al., 2001). The intension of this approach is to rationalize consumer behavior as a critical process of constructing themselves (Tuškej et al., 2013). Trickle-down this path, the expression of identification with an organization is considered as a special type of social identification (Kim et al., 2001). While the concept of organizational identity rooted as "a perception of oneness with or belongingness to some human aggregate, such as employees with their companies or students with their alma maters" (Ashforth & Mael, 1989). In organizational background, identification can be justified without any formal tie with the organization but important drivers for behavior. To sum up, Akerlof and Kranton (2000) pragmatic regard identity as fundamental to behavior, and choice of identity is one of the most important economic decision that people make, which fills our quest for representing the situation Gogoro triggered on the regard of consumer's identification to the brand.

Besides the mentioned view, psychological approaches are also widely discussed as "a customer's psychological state of perceiving, feeling, and valuing his

or her belongingness with a brand" (Lam, Ahearne, Hu, & Schillewaert, 2010; Tuškej et al., 2013). According to this theory, Kim et al. (2001) define it as "the level of consumer–brand identification as the degree to which the brand expresses and enhances consumers' identity." The level of consumer-brand identification depends on the "degree the brand echoes the consumer's identity" (Kim et al., 2001). Identification in Bergkvist and Bech-Larsen (2010)'s research as well instilled with this view and identified brand loyalty and brand love as the outcome of brand identification.

2.4 Outcome of brand love

Academic research has validated that satisfying customers with brand love is more likely to cultivate stronger behavior outcomes for the benefit of brands such as brand loyalty (Batra et al., 2012), willingness to pay a price premium (Bairrada et al., 2018), positive word-of-mouth (Carroll & Ahuvia, 2006; Rodrigues & Reis, 2013), and resist to negative information (Hsu & Chen, 2018), among other outcomes as shown in Table 2.1. Evidently, the outcome of brand love still remains diverse and equivocal at best. Most studied identified brand loyalty as main ultimate outcome along with either word-of mouth or willingness to pay price premium (Albert et al., 2008). Thus, some studies exclude willingness to pay a price premium regarding the nature itself overlaps with brand loyalty in the attitudinal aspect (Huang, 2017). Given the narrowness, research finds customer citizenship behavior as one of the novel outcomes considering the affirmative connection with brand love, which has only been touched on tourism and organizational contexts (Kim & Kim, 2018; Wang et al., 2019). Research has confirmed that positive brand-consumer relationship can motivate customers to provide extra-role support without requiring (Kim & Kim,

23

2018).

To sum up, this research acknowledges the undeniable significance of brand identification to brand love following the vein of regarding brand experience as foundation to consumer-brand related constructs. In addition, brand authenticity is also selected as antecedent of brand love for the growing attention to the importance of this relationship in recent literature (Manthiou et al., 2018; Mody & Hanks, 2019). As for outcomes, despite various validated options, brand loyalty is still irreplaceable as the outcome behavior of brand love. Lastly, customer citizenship behavior stands out as preferable choice because it encompasses broader aspects including word-of-mouth or resistance of negativity.

2.4.1 Brand Loyalty

Over the years, brand loyalty has been intensively discussed in the marketing literature. Most research put emphasis on two different dimensions, attitudinal and behavioral loyalty. However, Dick and Basu (1994) argued that customer loyalty is the outcome of psychological processes, involves behavioral displays, and should, therefore, include both attitudinal and behavioral dimensions. To investigate loyalty behavior in a larger scope, this study captures the overall loyalty based on Chaudhuri and Holbrook (2001), which includes behavioral and attitudinal loyalty toward a specific brand. A widely accepted definition of brand loyalty is "a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior" Oliver (1999, p. 34). This description simultaneously reveals the concepts of behavioral and attitudinal loyalty. To be explicit, behavioral loyalty is concerned

with the consumers' manifestations of repeated purchasing toward a certain brand, while attitudinal loyalty indicates a degree of consumers' commitment toward a brand (Chaudhuri & Holbrook, 2001).

2.4.2 Customer Citizenship Behavior

Citizenship behavior has primarily prevailed in the organizational context, which is defined as "the behavior of employees discretionarily assists the effective functioning of the organization without direct or explicit recognition by the reward system" (Organ, 1988). Whereas, the role of customer behavior related to the production and service has come to notice (Groth, 2005). In consistent with organizational citizenship behavior (OCB), research divided customer behavior into customer participation behavior, which refers to required (in-role) behavior necessary for successful production and customer citizenship behavior (CCB), which is, by definition, "voluntary and discretionary (extra-role) behavior that are not required but help the organization overall" (Groth, 2005; Podsakoff & MacKenzie, 1997; Yi & Gong, 2013).

Previous studies suggested a multidimensional construct identified four dimensions of CCB, including helping, feedback, advocacy, and tolerance (Mandl & Hogreve, 2020; Yi & Gong, 2013). Helping refers to assisting other customers during the service delivery process (Balaji, 2014; Mandl & Hogreve, 2020). Feedback is associated with the willingness of customers to voluntarily provide suggestions for service, product, and process improvements to the organization (Bettencourt, 1997). Advocacy closely parallels to positive word of mouth, such as a promoter that provides recommendations of the firm (Mandl & Hogreve, 2020). Lastly, tolerance refers to customer's resilience to tolerate when the service delivery fails customer's

expectations of adequate service, as in delays or product shortages (Lengnick-Hall, Claycomb, & Inks, 2000). These are foreseeing as the outcome behaviors once affection of a brand is discerned.

Chapter 3 Research design

In this chapter, we develop the research framework and establish hypotheses among dimensions in detail on the basis of the literature review in the previous chapter. The questionnaire design, research site, sample, and data collection and research methodology are also discussed explicitly.

3.1 Research framework

Over the past few decades, marketing researchers have extensively studied on achieving brand loyalty from social exchange variables such as perceived quality, perceived value, and most importantly satisfaction, which has long been considered the cornerstones of marketing strategy (Keiningham, Aksoy, Cooil, & Andreassen, 2008; Roy, Eshghi, & Sarkar, 2013). However, research pointed out that the relationship between satisfaction and loyalty is not as straightforward as it seem since not all satisfied customers are loyal (Oliver, 1999). As Carroll and Ahuvia (2006) stated that falling in love with a brand tends to trigger much stronger loyalty, which is the ultimate goal for brand marketing, this study centers on customer-brand relationship. With brand love, consumer's affective emotion and intimate relationship with the brand could last longer and reaching a deeper level of connection that leads to brand loyalty.

This research casts light on an innovative e-scooter brand that has grasped a significant market share of e-scooter in Taiwan through its brand positioning on "smart two-wheels." Speaking precisely, we want to investigate effects of brand experience, brand authenticity and brand identification on brand love as well as the consequential behavior of consumers falling for a brand. The research framework is presented in Figure 3.1.
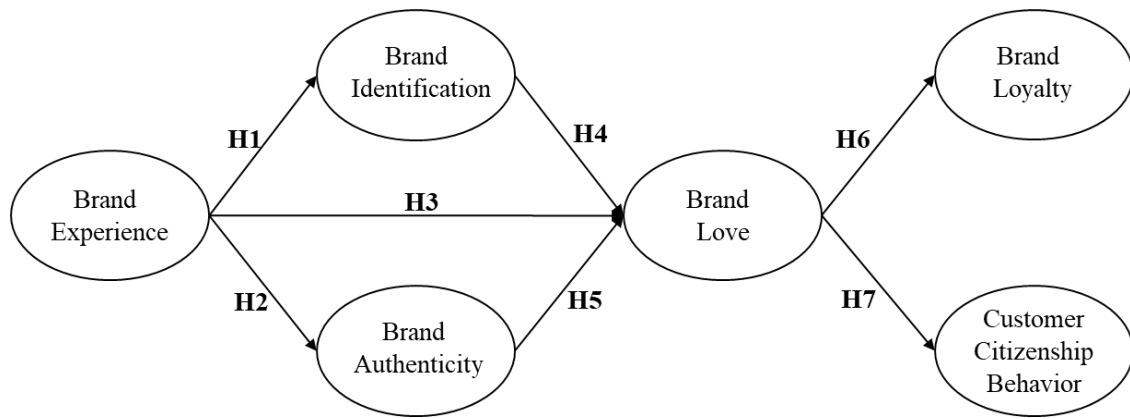
Figure 3.1 Conceptual model

3.2 Research hypothesis

This section will discuss relevant literature on our hypotheses and provide details on the established hypotheses. Brand love is the focal construct of our research context and therefore the assumption of antecedents and outcomes were proposed and investigated in the following section.

3.2.1 The effect of brand experience on brand authenticity and brand identification

Regarding brand experience, we expect positive impact on brand authenticity. Not many studies have explored this relationship; however, different studies have stated the experience from products or services dictates how consumers perceive the brand as authentic. In a similar context, Leigh, Peters, and Shelton (2006) advocated that authenticity is formed on consumer's experiences based on empirical evidence of a motor brand. Beverland and Farrelly (2010) concluded authenticity as the higher-order goal, which interprets into customer's life by truth, genuineness and reality acquiring from specific customer experience with brands, objects and experiences. Brands are mainly judged authentic after personal experience of the reputed benefits (Beverland & Farrelly, 2010). This relationship has further been validated empirically

in the banking business context, where brand experience serves as significant antecedent of brand authenticity (Wulandari, 2016).

Research has found that consumers can forge their sense of identity through the relationship with brands (Park, Eisingerich, & Park, 2013). Schmitt (2013) classified four mechanisms that driven self-identity from each brand experience dimensions presented by Brakus et al. (2009). Schmitt (2013) pointed out that sensory and affective brand experiences tend to entice customers with sensory pleasure toward the brand; positive behavioral brand experiences are goal-oriented concerned with self-efficacy dimension; and intellectual brand experiences tend to enrich customers by offering a symbolic meaning to express themselves, allowing them to project a desirable self-identity and social-identity. In short, brand experience evoked by brand-related stimuli can influence differential dimensions of the self-identity thereby satisfying multiple customer needs (Das et al., 2019).

Based on aforementioned assertions, we assume a positive brand experience, generate positive perception of brand authenticity and brand identification. And thus, we hypothesize:

H1. Brand experience is positively related to brand authenticity.

H2. Brand experience is positively related to brand identification.

3.2.2 The effect of brand experience, brand authenticity and brand identification on brand love

Customer's experience with the brand has been determined as a critical component of brand love (Batra et al., 2012). Prior experience with a brand could lead to either positive or negative impressions toward the brand, while only the positive perceptions of the brand boost the likelihood of frequent consumptions and

feelings of love (Pandowo, 2016). Few studies have argued that higher degree of arousal and affective elements tend to generate romantic brand love (Bıçakcıoğlu et al., 2018; de Almeida & Nique, 2005; Roy et al., 2013). Huang (2017) on the contrary, emphasized on sensory, intellectual and behavioral experiences and discovered sensory experience as the leading driver for short term psychological passion in an empirical manner. Therefore, positing all facets of brand experience have influential effects on bra\

The consequential connection between brand authenticity and brand love has been repeatedly suggested in the literature. Agreed by Round and Roper (2012), the main branding function that generates brand love is being as "a provider of stability and authenticity in a rapidly changing world." Brands have to realize endowing their brand with sense of authenticity represents an important route to identify consumer's deepest positive emotion towards a brand (Alnawas & Altarifi, 2016). Castaño and Eugenia Perez (2014) also pointed out the level of brand originality affects consumer's ultimate purchase decisions between identical brands and found customers possess with higher level of love, which accordance with the scooter market in Taiwan. Finally, and most recently, Mody and Hanks (2019) had deeper understanding of this relationship, and discovered a brand with unique propositions to create a broader intimation with authenticity.

The notion that the integration of the loved brand into the consumer's identity may be a central aspect of brand love has been established over the years (Batra et al., 2012). Prior studies have validated consumers tend to attract by self-expressive brands that reflect consumers' identity (Aro et al., 2018). Although the impact of identification on brand loyalty was more often investigated (Algesheimer, Dholakia,

& Herrmann, 2005; Brown, Barry, Dacin, & Gunst, 2005), Bergkvist and Bech-Larsen (2010) suggested that mediating role of brand love between them was found and should not be ignored in the onward studies. Moreover, under a backdrop through Facebook branding, it has been testified that there is a positive influence of self-expressive brands to brand love result from offering consumers an opportunity to express their belief (Leventhal et al., 2014). Also, Mazodier and Merunka (2012) found that consumers have a tendency of involving with brands that fit between their self-concept and their symbolic values.

Based on these assertions, we assume the higher the level of brand authenticity, brand identification and positive brand experience for consumers, the more love for a Gogoro generates. And thus, we hypothesize:

H3. Brand experience is positively related to brand love.

H4. Brand identification is positively related to brand love.

H5. Brand authenticity is positively related to brand love.

3.2.3 The effect of brand love on behavioral outcome

The relationship between brand love and brand loyalty has been robustly documented. Bergkvist and Bech-Larsen (2010) found strong support for this relationship across a number of product categories, including electronics, food, personal care items, and painkillers. Batra et al. (2012) also demonstrated strong relationships between brand love and brand loyalty. Brown et al. (2005) identified a strong positive relationship between brand love and brand loyalty across numerous diverse studies.

Furthermore, prior studies have suggested that customers are more likely to participate in citizenship behaviors in the positive affect (Yi & Gong, 2008). They

would perform discretionary act to show their love (Garg, Mukherjee, Biswas, & Kataria, 2016). Those who possess love feelings toward the brand are expected to have higher chance of providing valuable feedback, positive word-of-mouth, tolerance for mistakes made by the brand, and help to other customers (Kim & Kim, 2018). Such behavior may contribute to the well-being of relational partners; for instance the firm or other customers, and is referred to as customer citizenship behavior (Lastovicka & Sirianni, 2011). Based on the body of extant literature, we hypothesize:

H6. Brand love is positively related to brand loyalty.

H7. Brand love is positively related to customer citizenship behavior.

3.3 Questionnaire design

The questionnaire was developed based on existed research measurement scales, which offers proven reliability and validity. Some minor modifications were made and translated into Mandarin to fit the study context and to better elicit the perception of Gogoro's users toward each construct.

3.3.1 The measures of brand love

Brand love has six items acquired from Mody and Hanks (2019) to reflect consumers' love toward Gogoro. Table 3.1 indicates the measurement items of brand love. All items are measured on a 5-point Likert-type scale, ranging from "strongly disagree" (1) to "strongly agree" (5).

Table 3.1 Brand love items

Construct	Code	Items	Source
Brand love (BL)	**BL1**	Gogoro is a wonderful brand.	Mody and Hanks (2019)
	BL2	Gogoro makes me feel good.	
	BA3	Gogoro is totally awesome.	
	BA4	Gogoro makes me very happy.	
	BA5	I love Gogoro.	
	BA6	Gogoro is a pure delight.	

33

3.3.2 The measures of brand experience

Brand experience is measured with four dimensions which contain three items each all adopting from Brakus et al. (2009), The measurement items are shown in Table 3.2. All items are measured on a 5-point Likert-type scale, ranging from "strongly disagree" (1) to "strongly agree" (5).

Table 3.2 Brand experience items

Construct	Code	Items	Source
Sensory	BES1	Gogoro makes a strong impression on my visual sense or other senses.	Brakus et al. (2009)
	BES2	I find Gogoro interesting in a sensory way.	
	BES3	Gogoro does not appeal to my senses.	
Affective	BEA1	Gogoro induces feelings and sentiments.	
	BEA2	I do not have strong emotions for Gogoro.	
	BEA3	Gogoro is an emotional brand.	
Behavioural	BEB1	I engage in physical actions and behaviors when I use Gogoro.	
	BEB2	Gogoro results in bodily experiences.	
	BEB3	Gogoro is not action oriented.	
Intellectual	BEI1	I engage in a lot of thinking when I encounter Gogoro.	
	BEI2	Gogoro does not make me think.	
	BEI3	Gogoro stimulates my curiosity and problem solving.	

3.3.3 The measures of brand authenticity

Brand authenticity has six items acquired from Schallehn et al. (2014) to measure the authenticity perceived by e-scooterists regarding Gogoro. Table 3.3 indicates the measurement items of brand authenticity. All items are measured on a 5-point Likert-type scale, ranging from "strongly disagree" (1) to "strongly agree" (5).

Table 3.3 Brand authenticity items

Construct	Code	Items	Source
Brand authenticity (BA)	**BA1**	Considering its brand promise, Gogoro does not pretend to be someone else	Schallehn et al. (2014)
	BA2	Gogoro knows exactly what it stands for and does not promise anything which contradicts its character.	
	BA3	Gogoro does not seem to distort itself.	
	BA4	I find Gogoro as truly authentic.	
	BA5	Gogoro shows self-esteem.	
	BA6	Gogoro possesses a clear philosophy which guides the brand promise.	

3.3.4 The measures of brand identification

Brand identification includes five items obtained from Stokburger-Sauer et al. (2012) to measure identification toward a brand for Gogoro users. The measurement items are shown in Table 3.4. All items are measured on a 5-point Likert-type scale, ranging from "strongly disagree" (1) to "strongly agree" (5).

Table 3.4 Brand identification items

Construct	Code	Items	Source
Brand Identification (BI)	**BI1**	I feel a strong sense of belonging to Gogoro.	Stokburger-Sauer et al. (2012)
	BI2	I feel a strong sense of belonging to Gogoro.	
	BI3	Gogoro embodies what I believe in.	
	BI4	Gogoro is like a part of me.	
	BI5	Gogoro has a great deal of personal meaning for me.	

3.3.5 The measures of brand loyalty

Brand loyalty includes two items obtained from Netemeyer, Krishnan, Pullig, Wang, Yagci, Dean, Ricks, and Wirth (2004) and three items form Ding and Tseng (2015) to measure loyalty toward Gogoro. The measurement items are shown in Table 3.5. All items are measured on a 5-point Likert-type scale, ranging from "strongly disagree" (1) to "strongly agree" (5).

Table 3.5 Brand loyalty items

Construct	Code	Items	Source
Brand Loyalty (BLY)	**BYL1**	I will be loyal to Gogoro.	Netemeyer et al. (2004) & Ding and Tseng (2015)
	BYL2	Gogoro would be my first choice.	
	BYL3	I will not consider other brands if Gogoro is available in the marketplace.	
	BYL4	The price of Gogoro would have to go up quite a bit before I would switch to another brand of e-scooters.	
	BYL5	I am willing to pay a higher price for Gogoro brand of e-scooters than for other brands of e-scooters.	

3.3.6 The measures of customer citizenship behavior

Customer citizenship behavior includes four items adapted from Mandl and Hogreve (2020) to measure citizenship behaviors for Gogoro. The measurement items are shown in 3.6. All items are measured on a 5-point Likert-type scale, ranging from "strongly disagree" (1) to "strongly agree" (5).

Table 3.6 Customer citizenship behavior

Construct	Code	Items	Source
Customer citizenship behavior (CCB)	**CCB1**	I assist or give other customers advice if they need any help.	Mandl and Hogreve (2020)
	CCB2	If I have any idea or problem, I let the employee know.	
	CCB3	I said positive things about Gogoro to others.	
	CCB4	If service is not delivered as expected, I would be willing to give it a second chance.	

3.4 Sample and data collection

In order to examine the proposed research model, we collect data via a questionnaire survey. As in the current state of Taiwan, there are several manufacturers that sells e-scooters including Yamaha, Aeon and Kymco etc. The former two including Gogoro adopt the swappable battery system, namely Gogoro network. However, despite the similarity of features and functions among these brands, this study selects Gogoro users as our targeted sample population. The reason is two-folded. Firstly, before the launch of Gogoro e-scooters, the scooter market in Taiwan was deemed unchangeable due to saturated market and dominated gasoline-powered scooter providers at the time. However, the advent of Gogoro Smartscooters rocked the scooter market in Taiwan, holding a 17 percent share of the country's scooter market, including gas vehicles (Directorate General of Highways, 2020). Also, Gogoro breaks the stereotype of electric-powered scooter being slow, unaesthetic and short-cruising range. And most importantly, Gogoro has tried to create a bond with customers by sharing their vision, genuinely listening to the market and interacting with those who adopted an unprecedented product/brand. A clear evidence is the famous quite flash mob parade at Taipei Bridge, with thousands of Gogoro riders cascading down the bridge. In turn, customers identify with the brand and see themselves as part of the Gogoro community. Gogoro has exceeded what any other brand in Taiwan could achieve with customers; and therefore, we select this unmatchable brand and investigate the attitude of their customer towards itself.

The questionnaire survey was administered in March 2020. An online questionnaire was posted in brand-related online communities of Gogoro, such as Facebook groups and Gogoro's official forum. As an incentive, the respondents were provided with an opportunity to participate in a draw of 30 gift cards worth of 100

NTD. Given our research context, the data was collected from Gogoro scooter owners in Taiwan by convenience sampling. Eventually, a total of 782 responses were attracted. After the removal of some defected data, 776 valuable samples were accepted and used for our analysis.

3.5 Research methodology

This study uses statistical software SPSS 17.0 and Amos 24.0 to analyze the collected questionnaires. Several analyzing techniques were applied to analyze data. The following sections deal with the detailed descriptions of the methods utilized in the present study.

3.5.1 Descriptive statistics analysis

Descriptive statistics analysis is used to calculate mean, standard deviation, frequency distribution, and percentage to analyze the demographic data of Gogoro users. By this analysis, it can provide a primary understanding of data and a clear description of sample. Besides, to understand Gogoro users' responses, we also use this method to measure mean, standard deviation, skewness and kurtosis of all items.

3.5.2 Reliability analysis

This study refers Cronbach's α to examine the internal consistency of each item in the same construct. The coefficient of Cronbach's α is ranging from 0 to 1. The construct indicates enough reliability when the coefficient is above 0.7. While the coefficient is closer to 1, indicating there is higher reliability (Hair, Black, Babin, & Anderson, 2014). Therefore, this study sets 0.7 as the threshold of decent reliability.

3.5.3 Confirmatory factor analysis (CFA)

In this study, we use convergent and discriminant validity to test the fit of nine constructs in the proposed model. Anderson and Gerbing (1988) propose a two-stage approach to conduct analysis on data. To begin with, CFA is first performed to verify construct reliability (CR), convergent validity, goodness-of-fit, and discriminant validity of the measurement model. After that, structural equation modeling (SEM) is applied to verify the hypothesis among the constructs of the conceptual model.

The current study conducts CFA to test the measurement model. Convergent validity is assessed by the value of standardized factor loadings, CR and average variance extracted (AVE) (Hair et al., 2014). The standardized factor loadings should be significant and above 0.5. While CR and AVE in each construct should exceed 0.7 and 0.5 respectively (Fornell & Larcker, 1981). The acceptable criterion of discriminant validity is that the square root of AVE for each construct should be greater than its correlation coefficients with other constructs (Fornell & Larcker, 1981).

Goodness-of-fit indices are applied to determine adequacy of measurement model, including the ratio of chi-square statistics over degrees of freedom (normed chi-square, χ^2/d.f.), comparative fit index (CFI), goodness-of-fit index (GFI), normed fit index (NFI), and root mean square of approximation (RMSEA). The criterion for normed chi-square is acceptable less than 3. The value of RMSEA is expected to be below 0.08, while other indices should be above 0.9 (Hair et al., 2014). All of the criteria of the indices are shown in Table 3.7.

41

3.5.4 Structural equation modeling (SEM)

To investigate the hypothesized relationships among multiple independent and dependent variables, the SEM analysis is deemed to be the method for examining the relationships among constructs. In the present study, we conduct SEM to confirm the effects of brand authenticity, brand experience and brand identification on Gogoro users' emotional love toward the brand and further on brand loyalty and customer citizenship behavior. The fitness indicators and criteria assessed for the structural model are identical to the measurement model. Detail information is provided in 3.7.

Table 3.7 Goodness-of-fit indices

Goodness-of-Fit Indices		
Absolute fit measures	**χ^2/df**	<3 is good
	RMSEA	<0.08 is good (At least 0.05-0.08)
	GFI	GFI≧0.9 means satisfactory fit 0.8<GFI<0.9 means acceptable fit
Incremental fit measures	**NFI**	NFI≧0.9 means satisfactory fit 0.8<NFI<0.9 means acceptable fit
	CFI	CFI≧0.9 means satisfactory fit 0.8<CFI<0.9 means acceptable fit
	AGFI	AGFI≧0.9 means satisfactory fit 0.8<AGFI<0.9 means acceptable fit
Parsimonious fit measures	**PNFI**	0-1 bigger is better
	PGFI	0-1 bigger is better
	RMR	<0.1

Source: Hair et al. (2014)

Furthermore, this study implemented the bootstrapping bias-corrected confidence interval procedure after SEM analysis (Preacher & Hayes, 2008; Zhao, Lynch Jr, & Chen, 2010). The underlying mechanism of the bootstrap process is to re-sample data multiple times to obtain an estimate of the entire sampling distribution of the indirect effect. In contrast to Sobel test, the advantage of the bootstrap method is avoiding non-normal situation of the indirect parameter and stronger accuracy of confidence intervals (Zhao et al., 2010).

3.5.5 Multiple-group structural equation modeling analysis

Multiple-group SEM provides a framework to examine whether the strength of linkage between constructs would be differences among the distinct groups. Multi-group model implements to test whether there were significant structural differences among different groups. First, constrained model, which assume all factor loading and the coefficient between construct between two groups are the same would test. Next, unconstrained model would test based on free estimation of the structural coefficient among groups. Eventually, the chi-square test implements to check whether the difference between separated groups are significant.

Chapter 4 Analysis and results

There are six sections to be introduced during the analysis process in this chapter. Before performing any statistical test on the data, we have reversed some of the negative items (i.e., BES3, BEA2, BEB3, and BEI2) for further analysis in this study. The statistic results start from introducing the sample characteristics and descriptive statistics of measured items. Then we present the result of the reliability analysis upon each construct. Moving on we demonstrate the result of measurement model. The fourth section demonstrates the results of common method variance. The fifth section deals with SEM analysis. At last, we demonstrate a series results of the multi-group SEM analysis.

4.1 Descriptive statistics

From the 776 valid questionnaires our survey has retrieved, demographic profile is listed in Table 4.1. Begin with gender, male respondents accounted for 52.2% and female for 42.7%. With respect to age, 30.4% respondents aged 24 to 30, followed by 18 to 23 (26.3%), 31 to 37 (24%), 38 to 50 (17.8%) and above 50 (1.5%). The majority of respondents (85.2%) have a bachelor degree or higher. Also, 25.3% of respondents have a monthly income of less than NT$ 20,000, 46.2% earn between NT$ 20,001-40,000, 21.3% earn between NT$ 40,001-60,000, and only 7.2% have a monthly income of NT$60,001 or more. More than half of respondents possess with Gogoro 2 series (55.7), which are the mid-priced models of Gogoro. Following by S Series (27.2%), which are the high-end products of Gogoro Smartscooter. The proportion is roughly identical with that of those who earn above NT$40,001(28.5%), even though the relationship between Gogoro series possession and income turns out to be insignificant after regression analysis. As for the frequency of using Gogoro,

almost half of the respondents ride Gogoro every day. Around 80% of owners ride Gogoro for the purpose of commuting. The majority of respondents engage in Gogoro's online community, which accounts for 91.4% as Facebook prevails among Gogoro users with approximately three forth of the sampling population.

Table 4.1 Demographic characteristics

Characteristic		Frequency	Percentage
Gender	Male	405	52.2%
	Female	371	47.8%
Age	18-23	204	26.3%
	24-30	236	30.4%
	31-37	186	24.0%
	38-50	138	17.8%
	Over 51	12	1.5%
Occupation	Student	183	23.6%
	Manufacturing	109	14.0%
	Service industry	225	29.0%
	Public servant and Military	50	6.4%
	Retired	4	0.5%
	Others	205	26.4%
Educational level	Lower than high school	115	14.8%
	Bachelor's degree	578	74.5%
	Over than Master's degree	83	10.7%
Income (TWD)	Less than 20,000	196	25.3%
	20,001-40,000	359	46.2%
	40,001-60,000	165	21.3%
	Greater than 60,001	56	7.2%
First time scooter buyer	Yes	375	39.3%
	No	471	60.7%
How long have you owned a Gogoro?	Within 1 year	329	42.4%
	1-2 years	277	35.7%
	More than 2 years	170	21.9%

Table 4.1 Demographic characteristics (continued)

Characteristic		Frequency	Percentage
Which Gogoro series do you own?	S series	211	27.2%
	1 series	58	7.5%
	2 series	432	55.7%
	3 series	55	7.1%
	Viva	20	2.6%
Frequency of using Gogoro	Everyday	375	48.3%
	4-6 days per week	323	41.6%
	Less than 4 days	78	10.1%
Purpose of using Gogoro	Commuting	621	80.0%
	Travel/entertainment	69	8.9%
	Shopping	42	5.4%
	Business	9	1.2%
	Other	35	4.5%
Most commonly visit online community	Facebook	572	73.7%
	Line	76	9.8%
	Official forum	65	8.4%
	Others	33	4.2%
	None	30	3.9%

Table 4.2 shows each construct and item in coded names in this study. Mean, standard deviation, skewness, and kurtosis of each item are also shown in this table. This study will present items in coded names. Skewness is used to gauge the degree of distribution status of how data deviates from the mean, while kurtosis is used to measure the distribution status of data is peak (leptokurtic) or flat-topped (platykurtic) compared to normal distribution. Brand experience has the highest overall mean, between 3.86~ 4.52. Whereas, loyalty possesses with lowest overall mean, stalling around low 3.00s. All skewness values of items in this study are negative, which represents the distribution of our data is centered above mean. Most kurtosis values of items in each construct are positive, which indicates that the distribution of our

47

data is homogeneity. However, each kurtosis in "brand loyalty," is negative, which means that people hold different opinions regarding some outcome behaviors.

Table 4.2 Descriptive statistics of each item

Construct	Item	Mean	SD	Skewness	Kurtosis
Brand experience - sensory (BES)	BES1	4.52	0.66	-1.727	5.109
	BES2	4.33	0.71	-1.151	2.448
	BES3	4.19	0.75	-0.988	1.843
Brand experience - affective (BEA)	BEA1	4.04	0.82	-0.913	1.412
	BEA2	3.86	0.91	-0.655	0.258
	BEA3	3.60	0.90	-0.289	0.064
Brand experience - behavior (BEB)	BEB1	4.24	0.79	-1.172	2.117
	BEB2	4.37	0.70	-1.160	2.176
	BEB3	4.02	0.90	-0.959	0.873
Brand experience - intellectual (BEI)	BEI1	3.98	0.76	-0.414	0.049
	BEI2	4.00	0.82	-0.707	0.696
	BEI3	4.26	0.74	-1.165	2.545
Brand authenticity (BA)	BA1	3.49	0.99	-0.574	0.171
	BA2	3.80	0.84	-0.659	0.714
	BA3	3.20	1.09	-0.257	-0.508
	BA4	3.31	0.98	-0.470	0.131
	BA5	3.93	0.87	-0.994	1.544
	BA6	3.69	0.94	-0.729	0.624
Brand identification (BI)	BI1	3.69	0.94	-0.517	0.259
	BI2	3.72	0.92	-0.620	0.478
	BI3	3.62	0.95	-0.535	0.319
	BI4	3.25	1.06	-0.223	-0.327
	BI5	3.47	1.04	-0.387	-0.100

Table 4.2 Descriptive statistics of each item (continued)

Construct	Item	Mean	SD	Skewness	Kurtosis
Brand loyalty (BLY)	BLY1	3.44	1.01	-0.418	-0.096
	BLY2	3.48	1.08	-0.444	-0.363
	BLY3	3.17	1.13	-0.089	-0.747
	BLY4	3.46	1.21	-0.391	-0.837
	BLY5	3.04	1.17	-0.105	-0.769
Customer citizenship behavior (CCB)	CCB1	4.10	0.81	-1.155	2.390
	CCB2	3.87	0.90	-0.766	0.853
	CCB3	3.89	0.92	-0.970	1.291
	CCB4	3.57	0.94	-0.582	0.324
Brand love (BL)	BL1	3.93	0.89	-1.019	1.521
	BL2	3.89	0.89	-0.944	1.310
	BL3	3.56	0.99	-0.497	0.086
	BL4	3.72	0.90	-0.660	0.759
	BL5	3.67	0.96	-0.585	0.490
	BL6	3.63	0.88	-0.604	0.752

4.2 Reliability analysis

This study applies internal consistency (i.e., Cronbach's α) to examine the reliability of each construct. When the coefficient of Cronbach's α is greater than 0.7, it means that it has enough reliability (Hair et al., 2014). As shown in Table 4.4, all α coefficients in each construct are higher than 0.7, which sensory brand experience is 0.775, affective brand experience is 0.775, behavioral brand experience is 0.758, intellectual brand experience is 0.820, brand authenticity is 0.896, brand identification is 0.927, brand love is 0.942, brand loyalty is 0.942, and customer citizenship behavior is 0.790. The item-total correlation of variables are between 0.510 and 0.853, which shows high correlations between each item and its dimension. Hence, scale development of this study possesses internal consistency and homogeneity.
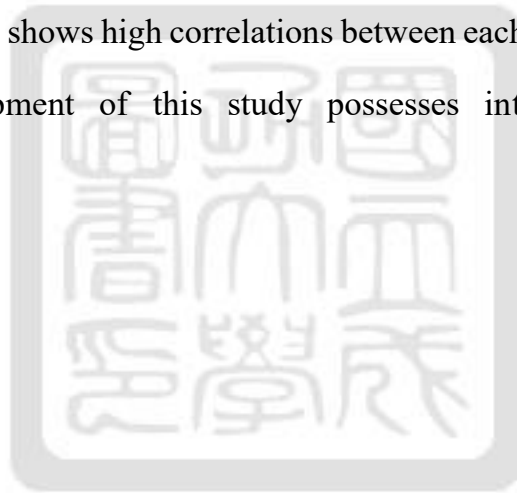
Table 4.3 Results of reliability analysis

Construct	Item	Corrected item-total correlation	Cronbach's alpha
Brand experience - sensory (BES)	BES1	0.659	
	BES2	0.668	0.775
	BES3	0.519	
Brand experience - affective (BEA)	BEA1	0.655	
	BEA2	0.616	0.775
	BEA3	0.565	
Brand experience - behavior (BEB)	BEB1	0.623	
	BEB2	0.658	0.758
	BEB3	0.510	
Brand experience - intellectual (BEI)	BEI1	0.721	
	BEI2	0.692	0.820
	BEI3	0.615	
Brand authenticity (BA)	BA1	0.708	
	BA2	0.736	
	BA3	0.634	0.896
	BA4	0.779	
	BA5	0.712	
	BA6	0.781	
Brand identification (BI)	BI1	0.812	
	BI2	0.838	
	BI3	0.821	0.927
	BI4	0.812	
	BI5	0.773	

Table 4.4 Results of reliability analysis (continued)

Construct	Item	Corrected item-total correlation	Cronbach's alpha
Brand love (BL)	BL1	0.840	0.942
	BL2	0.853	
	BL3	0.821	
	BL4	0.842	
	BL5	0.839	
	BL6	0.765	
Brand loyalty (BLY)	BLY1	0.803	0.906
	BLY2	0.822	
	BLY3	0.843	
	BLY4	0.673	
	BLY5	0.697	
Customer citizenship behavior (CCB)	CCB1	0.646	0.790
	CCB2	0.519	
	CCB3	0.676	
	CCB4	0.565	

4.3 Measurement model analysis

To examine the convergent validity, we calculated the construct reliability (CR) and average variance extracted (AVE) of latent constructs in the measurement model (Hair et al., 2014). During this process, we found CCB fail to reach the criteria of AVE (0.5) due to the low standardized loading of CCB2, meaning insufficient relation with the latent construct customer citizenship behavior. As a result, we remove the item CCB2 to reduce the level of redundancy and achieve a more minimal version of CCB construct.

The results are shown in Table 4.5. All standardized factor loadings are above 0.5 and CR of each constructs is higher than 0.7. Moreover, the AVE of each construct is greater than the criteria of 0.5. With the CR and AVE values of all constructs exceeded the recommended values, results reveal that the measurement model of this study has good reliability and validity (Fornell & Larcker, 1981).

Table 4.4 Results of CFA

Construct and item	Item reliability			CR	AVE
	S.F.L.	S.E.	T-Value		
BE (second order)				0.934	0.782
BEA	0.936	0.124	15.09***		
BEB	0.885	0.217	15.30***		
BEI	0.978	0.044	14.01***		
BES	0.715	0.489	-		
BES				0.877	0.704
BES1	0.794	0.370	-		
BES2	0.848	0.281	20.15***		
BES3	0.873	0.238	15.25***		
BEA				0.780	0.542
BEA1	0.767	0.412	-		
BEA2	0.757	0.427	20.98***		
BEA3	0.682	0.535	18.58***		
BEB				0.799	0.572
BEB1	0.826	0.318	-		
BEB2	0.767	0.412	21.68***		
BEB3	0.668	0.554	17.22***		
BEI				0.779	0.541
BEI1	0.690	0.524	-		
BEI2	0.699	0.511	21.71***		
BEI3	0.812	0.341	19.87***		
BA				0.928	0.685
BA1	0.844	0.288	21.54***		
BA2	0.922	0.150	25.48***		
BA3	0.872	0.240	20.16***		
BA4	0.698	0.513	25.77***		
BA5	0.867	0.248	24.58***		
BA6	0.741	0.451	-		

Table 4.5 Results of CFA (continued)

Construct and item	Item reliability			CR	AVE
	S.F.L.	S.E.	T-Value		
BI				0.935	0.741
BI1	0.900	0.190	25.61***		
BI2	0.919	0.155	26.15***		
BI3	0.880	0.226	26.20***		
BI4	0.827	0.316	31.55***		
BI5	0.771	0.406	-		
Brand love				0.939	0.721
BL1	0.864	0.254	-		
BL2	0.870	0.243	43.78***		
BL3	0.854	0.271	31.84***		
BL4	0.853	0.272	31.61***		
BL5	0.880	0.226	31.32***		
BL6	0.770	0.407	26.48***		
BLY				0.898	0.642
BLY1	0.915	0.163	-		
BLY2	0.895	0.199	37.79***		
BLY3	0.839	0.296	32.46***		
BLY4	0.634	0.598	20.44***		
BLY5	0.682	0.535	22.78***		
CCB				0.781	0.546
CCB1	0.667	0.555	-		
CCB3	0.846	0.284	19.54***		
CCB4	0.690	0.524	16.73***		

Notes:

1. S.F.L.: Standardized factor loading; S.E.: standard error.

2. *** denotes p < .001.

This study also addressed discriminant validity test to confirm whether the square root of AVE for each construct is larger than its correlation with other constructs (Fornell & Larcker, 1981). As shown in Table 4.6, it reveals sufficient discriminant validity in this study, meaning the constructs are distinct from each other.

Table 4.5 Results of discriminant validity

	Mean	SD	BES	BEA	BEI	BEB	BA	BI	BL	BLY	CCB
BES	4.34	0.59	*0.839*								
BEA	3.83	0.73	.615**	*0.763*							
BEI	4.21	0.66	.592**	.633**	*0.735*						
BEB	4.07	0.67	.605**	.658**	.694**	*0.756*					
BA	3.57	0.77	.492**	.622**	.519**	.630**	*0.828*				
BI	3.55	0.87	.523**	.722**	.593**	.723**	.747**	*0.861*			
BL	3.73	0.81	.564**	.722**	.617**	.742**	.802**	.848**	*0.849*		
BLY	3.32	0.96	.465**	.634**	.518**	.624**	.637**	.760**	.761**	*0.801*	
CCB	3.86	0.74	.496**	.604**	.633**	.685**	.612**	.684**	.709**	.647**	*0.739*

Note:

1. ** Denotes p<0.01

2. The square root of AVEs are aligned at the diagonal of the matrix.

Table 4.7 shows goodness-of-fit indices of the measurement model. The results indicate an overall good fit. The model fit statistics are $\chi2$ =1689.33, d.f. = 578, p-value = .00, $\chi2$/d.f. = 2.923, RMSEA = 0.050, GFI = 0.885, AGFI = 0.860, NFI = 0.929, CFI = 0.952, PNFI = 0.806, PGFI = 0.728, and RMR = 0.036.

Table 4.6 Goodness-of-fit indices of the measurement model

Indicators	Criteria	Measurement model
$\chi2$/d.f.	<3 is good	1689.336/578=2.923
RMSEA	$\leqq$0.08 is good	0.050
GFI	0.8<GFI<0.9 means acceptable fit	0.885
AGFI	0.8<AGFI<0.9 means acceptable fit	0.860
NFI	NFI$\geqq$0.9 means satisfactory fit	0.929
CFI	CFI$\geqq$0.9 means satisfactory fit	0.952
PNFI	0-1 bigger is better	0.806
PGFI	0-1 bigger is better	0.728
RMR	<0.1	0.036

4.4 Common method bias

As this study solicited the result of all variables from single respondent, which positioned the self-administered survey at potential risk of CMB (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). Especially when our questions are Likert five-point scale, and the semantics are positive (Avolio, Yammarino, & Bass, 1991). Therefore, it is necessary to check the existence of CMB in the present study.

During the assessment of whether CMB exist in our data, we performed Harman's single factor test as the initial step of addressing this issue (Podsakoff et al., 2003). The result showed that the single factor explained 49.76% of variance (<50%). As a result, we confirm that there is no serious issue of CMB existing in this study (Podsakoff et al., 2003).

Secondly, we evaluated the goodness-of-fit statistics of the single factor model. If the CMB marginally accounts for the co-variation among the measures, the results of measurement model will reflect a poor model fits (Podsakoff et al., 2003). All of indicators indicate a poor fit ($\chi2 = 6049.71$, d.f. = 540, $\chi2$/d.f. = 10.64, RMSEA = 0.112, CFI = 0.77, GFI = 0.64, NFI = 0.76, and RMR = 0.108). It means the single-factor model does not fit our data well, which decreases the worries about the existence of CMB.

Finally, we conducted common latent method factor analysis. The common method variance is the square of constrained value, indicated a common variance of 27.6%, which additionally suggests that no severe common method bias is presented (Eichhorn, 2014).

Table 4.7 Goodness-of-fit indices of single-factor model

Indicators	Criteria	Measurement model
χ^2/d.f.	$\leqq 3$ is good	6049.71/540 =10.64
RMSEA	$\leqq 0.08$ is good	0.112
GFI	GFI$\geqq 0.8$ means acceptable fit	0.639
AGFI	AGFI $\geqq 0.8$ means acceptable fit	0.581
NFI	NFI $\geqq 0.8$ means acceptable fit	0.762
CFI	CFI $\geqq 0.8$ means acceptable fit	0.779
RMR	$\leqq 0.08$ is good	0.108

Table 4.8 Summary of common method bias check

Method	Criteria	This study
Harman's single factor	Explained variance < 50%	49.76%
Single-factor model	Poor model fit	Single-factor model has a poor model fit
Common latent factor	Common variance < 50%	27.6%

4.5 Structural equation modeling analysis

After the reliability of the measurement model is confirmed by CFA, SEM is subsequently performed to examine the causal relationships among constructs. According to the recommended criteria (Hair et al., 2014), the goodness-of-fit indices of the structural model in this study reveal a good model fit. As shown in Table 4.8, the model fit statistics are $\chi2 = 968.45$, d.f. $= 347$, $\chi2$/d.f. $= 2.791$, RMSEA $= 0.\,048$, GFI $= 0.\,917$, AGFI $= 0.\,896$, NFI $= 0.\,952$, CFI $= 0.969$, and RMR $= 0.\,028$.

Table 4.9 Goodness-of-fit indices of the structural model

Indicators	Criteria	Structural model
$\chi2$/d.f.	<3 is good	968.45/347=2.791
RMSEA	$\leqq$0.08 is good	0.048
GFI	GFI$\geqq$0.9 means satisfactory fit	0.917
AGFI	0.8<AGFI<0.9 means acceptable fit	0.896
NFI	NFI$\geqq$0.9 means satisfactory fit	0.952
CFI	CFI$\geqq$0.9 means satisfactory fit	0.969
PNFI	0-1 bigger is better	0.814
PGFI	0-1 bigger is better	0.731
RMR	<0.1	0.028

Figure 4.1 indicates the conceptual model with the standardized coefficient for each path and t-value indicated in parentheses. All hypotheses are supported. The analysis shows that antecedents such as brand experience, brand identification and brand authenticity have positive effects on brand love in general. Moreover, evidence demonstrates the positive effects of brand love on brand loyalty and customer citizenship behavior.
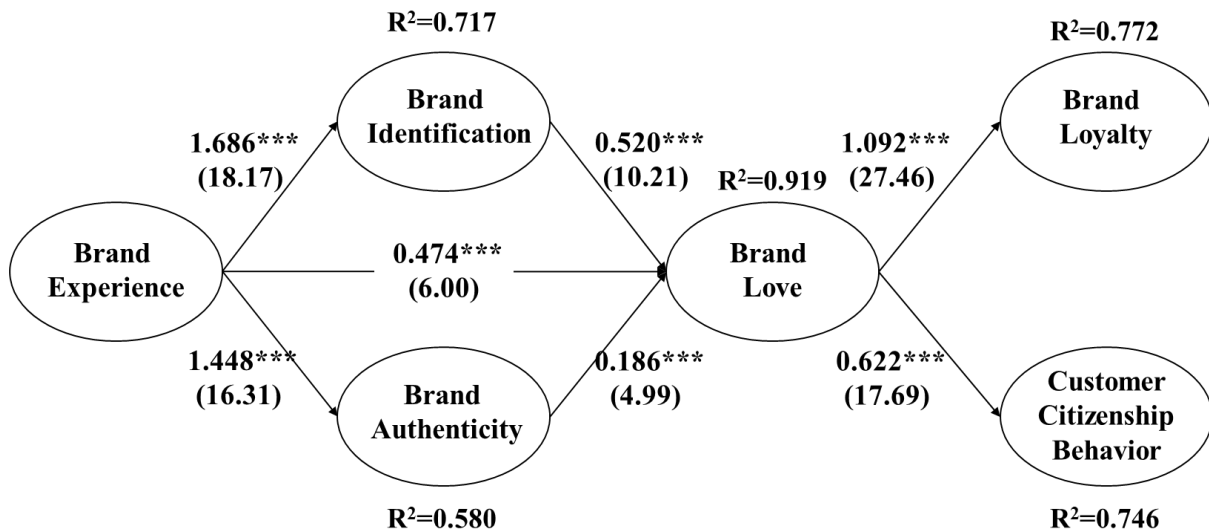
Figure 4.1 Results of SEM

Note:

1. T-value is shown in the parentheses.

2. p***<0.001; **p<0.01; *p<0.05

3. Model fit statistics: $\chi 2$ = 968.45, d.f. = 347, $\chi 2$/d.f. = 2.791, RMSEA = 0. 048, GFI = 0. 917, AGFI = 0. 896, NFI = 0. 952, CFI = 0.969, and RMR = 0. 028.

Results reveal that brand experience has a significant effect on brand identification, brand authenticity and brand love. Specifically, brand experience has a positive and significant effect on the likelihood of identification (β= 1.69***), brand authenticity (β= 1.45***), and love (β= 0.47***). Thus, H1, H2, and H3 are supported. Regarding the support of H4 and H5, the results reveal that both brand identification (β= 0.52***) and brand authenticity (β= 0.19***) has a positive and significant effect on brand love. H6 and H7 are also confirmed because they receive statistical support from the data. It represents that brand love has a positive and significant effect on brand loyalty (β= 1.09***) and customer citizenship behavior

(β= 0.62***). The testing results of hypotheses are summarized in Table 4.9.

Table 4.10 Results of hypothesis testing for the structural model

Hypotheses	Path	Estimate	T-value	Testing results
H1	Brand Experience →Brand Identification	1.69	18.17	Support
H2	Brand Experience→ Brand Authenticity	1.45	16.31	Support
H3	Brand Experience →Brand Love	0.47	6.00	Support
H4	Brand Identification →Brand Love	0.52	10.21	Support
H5	Brand Authenticity →Brand Love	0.19	4.99	Support
H6	Brand Love →Brand Loyalty	1.09	27.46	Support
H7	Brand Love → Customer Citizenship Behavior	0.62	17.69	Support

Thereafter, this study performed bootstrap method by setting bootstrap samples to 5,000 and confidence level at 95% as Zhao et al. (2010) suggested. As shown in table Table 4.10, we found brand identification and brand authenticity are responsible for the indirect effect of brand experience on brand love (β= 1.146***). Thus, it has proven mediating effect of brand authenticity and brand identification to be legitimate.

Table 4.11 Results of mediating effect test

Path	Estimate	Percentile bootstrap 95% confidence interval	
		Lower	Upper
Total effect	1.621***	1.439	1.824
Direct effect	0.474***	0.292	0.663
Indirect effect			
BE→BI→BL	0.877[a]	-	-
BE→BA→BL	0.269[b]	-	-
Total indirect effect	1.146***	0.950	1.376

Notes:

  *** p-value < 0.001; ** p-value < 0.01; * p-value < 0.05 by bootstrapping test.

  [a] 1.686(BE→BI)×0.520(BI→BL) = 0.877;
  [b] 1.448(BE→BA)×0.186(BA→BL) = 0.269.

4.6 Multi- group SEM analysis

Qian et al. (2017) advocated that first-time buyer (FTB, thereafter) may possess a stronger intention to purchase, resulting in more proactively gathering information, which may significantly influence their perceptions. In order to explore whether the FTBs have different point of view on our conceptual model, this study conducted the multi-group SEM to investigate the difference between FTB and non-FTB (Group1: $N_{FTB} = 305$ and Group2: $N_{non\text{-}FTB} = 471$).

To confirm the convengent and discriminant validity of each constructs are still valid for the two groups. This study calculates CR and AVE to examine the convergent validity and compare the squared root value of AVEs and the correlations between constructs to examine the discriminant validity (Fornell & Larcker, 1981), see Table 4.11. The result shows that all of the indices are above the recommended value (CR > 0.7; AVE > 0.5), and the squared root value of AVEs are greater than the correlations between constructs represent a good convergent and discriminant validity.

Table 4.12 Convergent and discriminant validity of each group.

	CR	AVE	1	2	3	4	5	6
Group 1 (FTB)								
1. BE	0.933	0.779	**.883**					
2. BI	0.931	0.732	.734	**.856**				
3. BA	0.907	0.621	.561	.729	**.788**			
4. BL	0.931	0.693	.705	.852	.762	**.832**		
5. BLY	0.905	0.660	.652	.757	.642	.775	**.812**	
6. CCB	0.773	0.534	.664	.704	.601	.745	.667	**.731**
Group 2 (Non-FTB)								
1. BE	0.935	0.784	**.885**					
2. BI	0.936	0.747	.717	**.864**				
3. BA	0.939	0.724	.670	.760	**.851**			
4. BL	0.944	0.738	.764	.845	.824	**.859**		
5. BLY	0.893	0.630	.607	.761	.638	.751	**.794**	
6. CCB	0.785	0.551	.697	.670	.618	.687	.631	**.742**

Note: The roots of AVE are aligned on the diagonal of the matrixes.

Furthermore, the chi-square test was deployed in this study to understand whether the difference between two groups exists. The structural model with free parameters called the unconstrained model was compared to the constrained model, which assumes all factor loadings and the coefficients between two groups are the same (Kline, 2016), see Table 4.12 The result shows the chi-square difference between two models is significant (p=0.023) meaning significant difference is detected between two groups, thus this study further tested each path coefficient of the two-group structure model.

Table 4.13 Chi-square difference test

	Chi-square (X^2)	Df	$\Delta\chi^2$	Δdf	p
Unconstrained	1530.743	694			
Constrained	1519.390	701	15.647	7	**0.029**

Based on the result of Chi-square difference test, the study further examined each estimated path in the structural model. The result showed in Table 4.13 indicate that the path estimates of brand authenticity on brand love show although not significantly different but only non-FTB possesses with significant effect on this relationship among two groups.

Table 4.14 Multiple-group analysis

| Path | Fully Constrained | Unconstrained | | Difference |
| | | Group 1 (FTB) | Group 2 (Non-FTB) | |
	Estimate	Estimate	Estimate	P-value
Experience → Identification	1.669***	1.752***	1.631***	0.534
Experience → Authenticity	1.460***	1.244***	1.585***	0.061
Experience → Brand Love	0.472***	0.368**	0.529***	0.450
Identification → Brand Love	0.524***	0.601***	0.488***	0.295
Authenticity → Brand Love	0.182***	0.128^{ns}	0.196***	0.327
Brand Love → Brand Loyalty	1.090***	1.167***	1.045***	0.146
Brand Love → Customer Citizenship Behavior	0.621***	0.624***	0.619***	0.950

Notes: *** p-value < 0.001; ** p-value < 0.01; * p-value < 0.05, ns, not-significant.
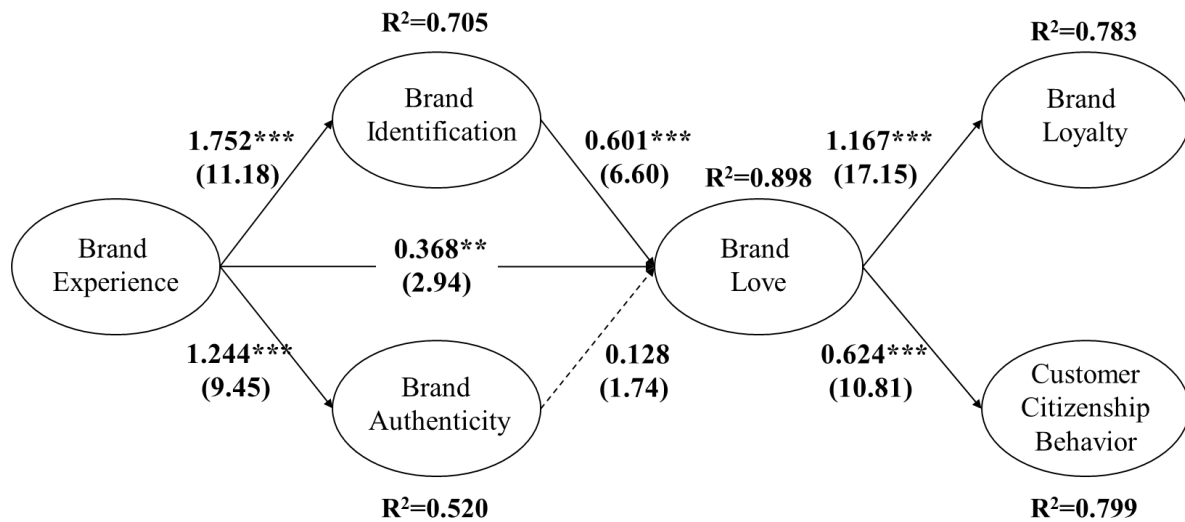
Note: ***p<0.001; **p<0.01; *p<0.05

Figure 4.2 Multiple-group structural model (Group 1: FTB)
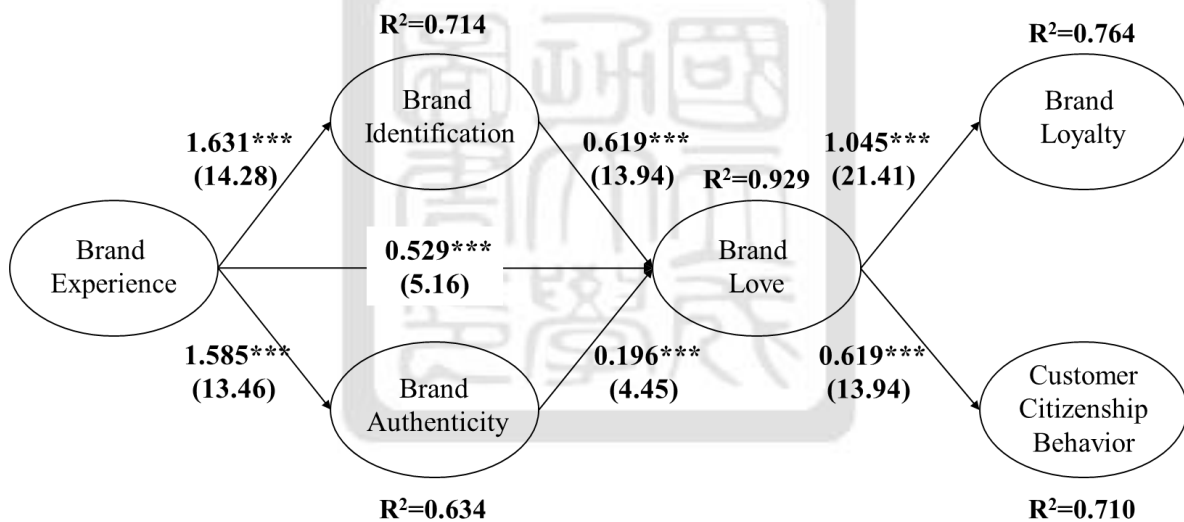
Note: ***p<0.001; **p<0.01; *p<0.05

Figure 4.3 Multiple-group structural model (Group 2: Non-FTB)

Finally, the present conducted independent-sample T tests with FTB as grouping variable to examine whether rating difference exists between two groups. As shown in Table 4.14. The result shows that FTBs responded with higher average ratings on all constructs. Specifically, the divergence regarding brand identification ($p= 0.044$), brand loyalty ($p= 0.002$), and customer citizenship behavior ($p= 0.027$) are significantly higher. Same observation can be found with more understandable view in Figure 4.4.

Table 4.15 Independent-sample T test of each construct

	Mean (FTB)	Mean (Non-FTB)	T-value	Sig.
Brand experience	4.14	4.10	0.960	0.337
Brand identification	3.62	3.50	2.018	**0.044****
Brand authenticity	3.82	3.55	0.688	0.492
Brand love	3.82	3.71	1.874	0.61
Brand loyalty	3.45	3.23	3.102	**0.002****
Customer citizenship behavior	3.92	3.80	2.217	**0.027****

Notes: *** p-value < 0.001; ** p-value < 0.01; * p-value < 0.05.
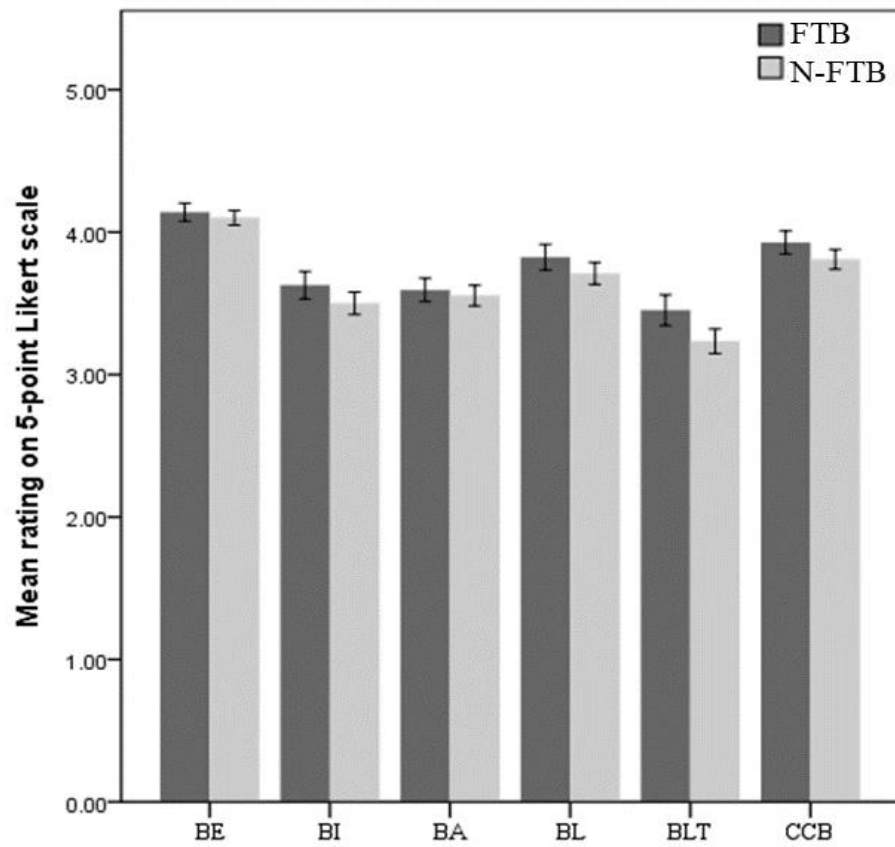
Figure 4.4 Bar chart of each construct between two groups

Chapter 5 Conclusions and suggestions

The purpose of the research is to investigate the antecedents and outcome of brand love. Based on previous chapters, in this section, the present study is laying out the conclusions of the results. Following the findings, the practical implications and suggestions is presented to brand-related managers. Finally, the research limitations and several recommendations for future research outlined.

5.1 Discussion and conclusions

The force between consumers and brands could not be emphasized enough. For many years, managers have endeavored to establish consumer's loyalty to the brand but still reached the limit to elicit a more profound emotion from consumers. Feeling of love to brand came to the spotlight and was believed to generate a deeper and longer connection in the consumer-brand relationship. Although a broad academic research has proven the existence of brand love in different fields, the study subject and related constructs are underexplored. This study specifically focuses on whether brand experience, brand identification, brand authenticity has a positive direct or indirect impact on brand love, and lead to behavioral outcome as a consequence.

First, this article expands the nomological network of brand experience by considering it as the driver of brand identification and brand authenticity in accordance. In consistent with prior studies, we confirmed that the perception of identification and authenticity can be driven by the depth of their experience with brand (Jones & Runyan, 2013; Underwood, 2003; Wulandari, 2016). Different dimensions of brand-related stimuli offer consumers to better identified whether the brand is truly genuine, authenticity and not any sort of imitation of other competitors. In addition, during the process of interacting with the brand, consumers are inclined

to what resembles their value, but which also shifts when encountering a novel concept that provides them with pleasure and mental satisfaction. The result consolidates the importance of brand experience on brand authenticity and brand identification and therefore should not be neglected.

Second, the current research is the first to theoretically delineate and empirically examine how brand identification and brand authenticity mediate the impact of brand experience positive on brand love. Both relationships are significant and identical in terms of the directionality, which are parallel to previous literature results (Manthiou et al., 2018; Mody & Hanks, 2019). That is, when consumers identify their individual self with the brand and content with the authenticity level of experience, brand love occurs. However, our result shows the strength of impact on brand love is lopsided that brand identification to be dominant ($\beta = 0.52^{***}$) comparing with brand authenticity ($\beta = 0.18^{***}$). This situation may emerge because of the possibility of brand authenticity being diluted caused by the diversity of experience, according to Mody and Hanks (2019). Therefore, even though both brand identification and brand authenticity have positive influence on brand love, some tradeoff between diverse and authentic experience should be further noticed.

Third, this study has empirically proven both experience-based (i.e., brand experience and brand authenticity) and psychological (i.e., brand identification) facets as antecedents of brand love simultaneously with causal linkage discerned. Brand experience is regarded as the first step to trigger any further perception toward the brand. From that point, we reflected upon the potential influence of brand experience on any other branding construct. The result is aligned with multiple studies, that brand experience directly affect brand love, and also drives other brand

71

related constructs (Aro et al., 2018). In addition, our findings validated an unprecedented cross-channel linkage, that brand love to be triggered through the establishment of authentic perception and identification. This can perhaps elucidate the inconclusive results of previous studies that sensory or affective experience does not have determined impact on brand love occasionally, while some only emphasized on the influence of sensory experience on consumer-brand related constructs (i.e., brand love, brand commitment and brand trust) (Huang, 2017; Iglesias et al., 2019; Pandowo, 2016; Prentice et al., 2019; Sarkar, Ponnam, & Murthy, 2012). Our findings suggest that the embedment of the mediators (i.e., brand identification and brand authenticity) help describe the impact of brand experience on the love feelings for brand. Following this vein, this study concludes that delight experience can be converted into brand love through psychological perceptions.

Besides, this study not only reinforce the link between brand love and brand loyalty but also is the first to validate the impact of customer citizenship behavior (CCB) as the outcome of brand love in a general branding context. To be specific, research has proven that positive affection or brand love may lead to citizenship behavior, yet in mostly organizational contexts (Wang et al., 2019; Yi & Gong, 2008). However, the discretionary behavior towards a firm or colleague should be differentiated from consumer's perspective. In the present study, we examined whether brand love renders CCB. The result lines with our hypothesis, which indicates that those who fall in love with a brand are willing to devote themselves to giving feedback, promoting the brand and helping other customers; for example, helping inconvenient owners to swap those heavy batteries in our case of Gogoro. Consequently, this research achieves to furnish actionable outcome of brand love with customer citizenship besides brand loyalty, which we urge to shed more light

on the upcoming research.

As a final touch, this study further explored whether group difference exists among respondents. The distinction between first-time buyer (FTB) and non-first-time buyer was identified and further investigated with multigroup analysis. The results indicate that those who bought Gogoro as their first scooter tend to have weaker love formation from authentic experience and rather value consumer-brand identification as their mean seek for love. Apart from that, those FTBs also presented a higher loyalty level as well as willingness to perform citizenship behavior. While to those non-FTBs, the authentic experience serves as stronger catalyst to ignite love for brand but they are less passionate about the outcome behaviors. The structural model has an overall difference in terms of the linkage intensity. The results greatly contribute to the literature with the evidence that non-FTBs being the major group of possessing higher chance of loving the brand, and the FTB to offer higher stickiness level or sacrifices toward the brand in the mobility context.

As to the rating difference of two groups, the FTBs responded more positively in terms of average perception on each construct in general. This result is expected, as previous literature argued that experienced buyers of certain product category require less information search and evaluation; while first time buyers make decision based on accessible information resulting in higher cognition and engagement with the brand (Bennett, Härtel, & McColl-Kennedy, 2005). Therefore, FTBs are more receptive to branding schemes and present higher level of brand loyalty when affective components gratified (Bennett et al., 2005; Kim, Lim, & Bhargava, 1998).

In summary, our findings demonstrate that brand experience, brand identification, and brand authenticity have an essential part in influencing Gogoro

73

users' perception towards the brand, and thereby forge brand loyalty and CCB. This implies that these three antecedents are directly or indirectly generating customers' love for Gogoro. With such, Gogoro can not only attain advantage by having loyal customers but benefit from customers' extra behavior.

5.2 Practical implications

Traditionally retailers emphasized largely on functional performance, product appearance, or price value, but in this dynamic world numerous innovative enterprises namely startups such as Gogoro has come up with some utter marketing blasts. The current study attempted to propose a conceptual model to capture those unconventional operation at our best. From our statistical results and theoretical conclusions, we have realized the impact of brand love is beyond academic discussions. Therefore, we took extra closer examination of the findings and revealed several interesting insights.

First of all, brand experience is the foundation of band authenticity and brand identification. Gogoro had created innovative scooters and provided battery service that no other mobility brands have done in the world, which leads to sheer advantages in terms of brand experiences. If we looked back before Gogoro launches, the scooter market in Taiwan was deemed unchangeable due to saturated numbers and dominated scooter provider at the time. Gogoro still managed to crack the nutshell with unprecedented products in scooter market. Gogoro breaks the stereotype of electric-powered scooter being slow, unaesthetic and short-cruising range. Gogoro Smartscooters possesses numerous smart applications, sleek design and pragmatic performance, enabling travel of up to 100 kilometers with single charge. Fashionable outlook, smart features, solid quality, and services are what most innovative brands such as Apple or Tesla excelled at, which is the fundamental way of enticing customers and building love relationship (Huang, 2017; Nayeem, Murshed, & Dwivedi, 2019).

However, the real breaker for Gogoro was the genuine stories from their owners and the online feedback that touched other community members but any celebrity

75

endorsement. The authenticity and identification for the customers are thereby generated. Therefore, we suggest managers should search for common grounds with customers by not only pursuing better products but finding the core impact of a brand that could bring on consumer's life.

Besides finding extended connections with consumers, the challenge is turning them in to loving emotions. Our findings identified brand identification as the main predictor of brand love closely followed by brand experience and brand authenticity, which indicates that although authenticity helped contributing to a small portion of love, consumers most value experience stimuli and something that matches their own identification or preference. This result implies that the need for what Gogoro demonstrated may have already existed in consumer's mind but yet to be satisfied. Along with our empirical results, we argue that managers should be proactive in diversifying value proposition, for instance image of stylish, high-tech, smart, futuristic or eco-friendly as in our case. With more novel and positive options, the less effort for consumer to sort out the brand they loved (Patwardhan & Balasubramanian, 2013).

Third, the current study observed that FTBs to be more rely on brand identification to create feelings of love, while non-FTBs being more sensitive to brand authenticity. Apparently, non-FTBs bestow better understanding with the limit of the product and service that existed brands could provide, which could stand for higher ability to recognize the genuineness and identity of a revolutionary brand in the mobility context. Hence, the odds on non-FTBs are greater to develop brand love. As non-FTBs mostly contribute to the majority portion of the market sales, what managers can learn from Gogoro's success is to initiate all kinds of event as template for Gogoro enthusiasts to follow and stage the event themselves thereafter. A clear

evidence is the famous quite flash mob parade at Taipei Bridge with thousands of Gogoro riders cascading down the bridge, which has been held four years in a roll. Another example is Gogoro often calls for environmental-friendly activities such as beach cleanups or charitable events like gathering altogether to declutter for an orphanage, raising the attention for those underprivileged group in the society. The events that display great causes not only gives participants a unique experience but also attracts other customers to recognize themselves as part of the community. However, being persuadable also means less loyalty to the brand and more likely to switch if a superior choice emerges according to our statistic results. Therefore, from a manager's perspective, working on FTBs should be the priority in the long run, which is expected with more solid loyalty and citizenship behavior.

Finally, one of our objects was to investigate the outcome behavior after brand love was detected. The benefit that comes along with brand love namely brand loyalty and citizenship behavior are extremely important in the mobility context. When consumers attached to certain type of transport modal or brand and developed as habit, the barrier of switching increase. For instance, in the airline business when customer develop stickiness towards certain airline company, not only will they be tempted by the benefit from mileage credit accumulation, but the bond between customer and brand is what prolongs this relationship. This concept could also apply to other field of industry. Additionally, the positive affection is the key to formulate a helpful and amiable community, which depicts the citizenship behavior that most firms seek among consumers. Therefore, pioneer brands such as Gogoro may want to prolong a positive connection with their product owners.

5.3 Research limitations and directions for future research

Although the current study contributes to the literature on the significance of brand love, some limitations arise for attention and caution. First, this study contributes to the research with downstream consequences of brand experience analyzing as an overall second-order construct. In our conceptual framework, we have robustly examined two mediators of brand experience and brand love (i.e., brand identification, brand authenticity). Future study, could further explore the influence of experiential facet on brand love through other mediators (e.g. brand image, perceived value and brand trust) and identify which characteristics of experience that study subject could bring about love.

For future work focusing on brand love, there are several directions should be further explored. First, the measurement scale of brand love in present research followed the footstep of Carroll and Ahuvia (2006) and tested under the brand of a durable goods as suggested. The results are encouraging in respect of the causal relations with other constructs. However, the distinctively high correlation of brand love with other constructs raise a flag. Few studies also have the same observation in different scales (Bagozzi et al., 2017; Batra et al., 2012), especially with brand loyalty (Bairrada et al., 2018; Prentice et al., 2019). For that, we speculate the current scales for brand love left room for improvement. Therefore, future studies may continue the research avenue of developing new scale to measure brand love. Another way out for later research is to examine the robustness of some scales that are less commonly used (Alnawas & Altarifi, 2016; Fetscherin et al., 2014).

Finally, our study subject Gogoro creates frequent public encounters opportunity between Gogoro owners, which is swapping battery at the kiosk. For most mobility or public transport contexts have similar circumstance. Thus, in a mobility context,

we suggest customer citizenship behavior should be taken in as outcome constructs

of brand love given the scarcity of empirical validation between this relationship.

References

Aaker, D. A. (1996). Measuring brand equity across products and markets. *California Management Review, 38*(3).

Akerlof, G. A., & Kranton, R. E. (2000). Economics and identity. *The Quarterly Journal of Economics, 115*(3), 715-753.

Alba, J. W., & Hutchinson, J. W. (2000). Knowledge calibration: What consumers know and what they think they know. *Journal of Consumer Research, 27*(2), 123-156.

Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing, 30*(3), 258-266.

Albert, N., Merunka, D., & Valette-Florence, P. (2008). When consumers love their brands: Exploring the concept and its dimensions. *Journal of Business Research, 61*(10), 1062-1075.

Albert, N., Merunka, D., & Valette-Florence, P. (2013). Brand passion: Antecedents and consequences. *Journal of Business Research, 66*(7), 904-909. doi:10.1016/j.jbusres.2011.12.009

Alexander, N. (2009). Brand authentication: Creating and maintaining brand auras. *European Journal of Marketing, 43*(3/4), 551-562.

Algesheimer, R., Dholakia, U. M., & Herrmann, A. (2005). The social influence of brand community: Evidence from European car clubs. *Journal of Marketing, 69*(3), 19-34.

Alnawas, I., & Altarifi, S. (2016). Exploring the role of brand identification and brand love in generating higher levels of brand loyalty. *Journal of Vacation Marketing, 22*(2), 111-128.

Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin, 103*(3), 411.

Anik, L., Miles, J., & Hauser, R. (2017). A General Theory of Coolness.

Aro, K., Suomi, K., & Saraniemi, S. (2018). Antecedents and consequences of destination brand love — A case study from Finnish Lapland. *Tourism Management, 67*, 71-81. doi:10.1016/j.tourman.2018.01.003

Ashforth, B. E., & Mael, F. (1989). Social identity theory and the organization. *Academy of management review, 14*(1), 20-39.

Avolio, B. J., Yammarino, F. J., & Bass, B. M. (1991). Identifying Common Methods Variance With Data Collected From A Single Source: An Unresolved Sticky Issue. *Journal of Management, 17*(3), 571-587. doi:10.1177/014920639101700303

Bagozzi, R. P., Batra, R., & Ahuvia, A. (2017). Brand love: development and validation of a practical scale. *Marketing Letters, 28*(1), 1-14.

Bairrada, C. M., Coelho, F., & Coelho, A. (2018). Antecedents and outcomes of brand love: utilitarian and symbolic brand qualities. *European Journal of Marketing, 52*(3/4), 656-682. doi:10.1108/ejm-02-2016-0081

Balaji, M. (2014). Managing customer citizenship behavior: A relationship perspective. *Journal of Strategic Marketing, 22*(3), 222-239.

Balakrishnan, B. K., Dahnil, M. I., & Yi, W. J. (2014). The impact of social media marketing medium toward purchase intention and brand loyalty among generation Y. *Procedia-Social and Behavioral Sciences, 148*, 177-185.

Bardhi, F., & Eckhardt, G. M. (2012). Access-Based Consumption: The Case of Car Sharing. *Journal of Consumer Research, 39*(4), 881-898. doi:10.1086/666376

Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand love. *Journal of Marketing, 76*(2), 1-16.

Baudrillard, J., & Foss, P. (1983). *Simulations*: Semiotext (e) New York.

Bellizzi, J. A., & Hite, R. E. (1992). Environmental color, consumer feelings, and purchase likelihood. *Psychology & marketing, 9*(5), 347-363.

Bennett, R., Härtel, C. E., & McColl-Kennedy, J. R. (2005). Experience as a moderator of involvement and satisfaction on brand loyalty in a business-to-business setting 02-314R. *Industrial marketing management, 34*(1), 97-107.

Bergkvist, L., & Bech-Larsen, T. (2010). Two studies of consequences and actionable antecedents of brand love. *Journal of Brand Management, 17*(7), 504-518. doi:10.1057/bm.2010.6

Bettencourt, L. A. (1997). Customer voluntary performance: Customers as partners in service delivery. *Journal of retailing, 73*(3), 383.

Beverland, M. (2006). The 'real thing': Branding authenticity in the luxury wine trade. *Journal of Business Research, 59*(2), 251-258.

Beverland, M. B., & Farrelly, F. J. (2010). The quest for authenticity in consumption: Consumers' purposive choice of authentic cues to shape experienced outcomes. *Journal of Consumer Research, 36*(5), 838-856.

Beverland, M. B., Lindgreen, A., & Vink, M. W. (2008). Projecting authenticity through advertising: Consumer judgments of advertisers' claims. *Journal of Advertising, 37*(1), 5-15.

Bıçakcıoğlu, N., İpek, İ., & Bayraktaroğlu, G. (2016). Antecedents and outcomes of brand love: the mediating role of brand loyalty. *Journal of Marketing Communications, 24*(8), 863-877. doi:10.1080/13527266.2016.1244108

Bıçakcıoğlu, N., İpek, İ., & Bayraktaroğlu, G. (2018). Antecedents and outcomes of brand love: the mediating role of brand loyalty. *Journal of Marketing Communications, 24*(8), 863-877.

Boyle, D. (2003). *Authenticity Brands, Fakes, Spin and the Lust for Real Life*.

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: what is it? How is it measured? Does it affect loyalty? *Journal of Marketing, 73*(3), 52-68.

Brown, S., Kozinets, R. V., & Sherry, J. F. (2003). Teaching Old Brands New Tricks: Retro Branding and the Revival of Brand Meaning. *Journal of Marketing, 67*(3), 19-33. doi:10.1509/jmkg.67.3.19.18657

Brown, T. J., Barry, T. E., Dacin, P. A., & Gunst, R. F. (2005). Spreading the word: Investigating antecedents of consumers' positive word-of-mouth intentions and behaviors in a retailing context. *Journal of the academy of marketing science, 33*(2), 123-138.

Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing letters, 17*(2), 79-89.

Castaño, R., & Eugenia Perez, M. (2014). A matter of love: consumers' relationships with original brands and their counterfeits. *Journal of Consumer Marketing, 31*(6/7), 475-482.

Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing, 65*(2), 81-93. doi:10.1509/jmkg.65.2.81.18255

Chiu, Y.-C., & Tzeng, G.-H. (1999). The market acceptance of electric motorcycles in Taiwan experience through a stated preference analysis. *Transportation Research Part D: Transport and Environment, 4*(2), 127-146.

Das, G., Agarwal, J., Malhotra, N. K., & Varshneya, G. (2019). Does brand experience translate into brand commitment?: A mediated-moderation model of brand passion and perceived brand ethicality. *Journal of Business Research, 95*, 479-490. doi:10.1016/j.jbusres.2018.05.026

de Almeida, S. O., & Nique, W. M. (2005). Customer Delight: An Attempt to comprehend the Dimensions that compose the Construct and its Behavioral Consequences. *Marketing Theory and Applications*, 36.

Dick, A. S., & Basu, K. (1994). Customer loyalty: toward an integrated conceptual framework. *Journal of the academy of marketing science, 22*(2), 99-113.

Ding, C. G., & Tseng, T. H. (2015). On the relationships among brand experience, hedonic emotions, and brand equity. *European Journal of Marketing*.

Directorate General of Highways. (2019). *The sales of e-scooter and gasoline scooter in Taiwan*. Retrieved from https://stat.motc.gov.tw/mocdb/stmain.jsp?sys=100&funid=b3301

Directorate General of Highways. (2020). *The number of vehicles in Taiwan*. Retrieved from

Dwivedi, A., Nayeem, T., & Murshed, F. (2018). Brand experience and consumers' willingness-to-pay (WTP) a price premium: Mediating role of brand credibility and perceived uniqueness. *Journal of Retailing and Consumer Services, 44*, 100-107. doi:10.1016/j.jretconser.2018.06.009

Featherstone, K. (1994). Jean Monnet and the 'democratic deficit' in the European Union. *JCMS: Journal of Common Market Studies, 32*(2), 149-170.

Fetscherin, M., Boulanger, M., Gonçalves Filho, C., & Souki, G. Q. (2014). The effect of product category on consumer brand relationships. *Journal of Product & Brand Management*.

Fine, G. A. (2003). Crafting authenticity: The validation of identity in self-taught art. *Theory and Society, 32*(2), 153-180. doi:10.1023/A:1023943503531

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 39-50.

Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research, 24*(4), 343-373.

Fournier, S., & Mick, D. G. (1999). Rediscovering satisfaction. *Journal of Marketing, 63*(4), 5-23.

Garg, R., Mukherjee, J., Biswas, S., & Kataria, A. (2016). An investigation into the concept of brand love and its proximal and distal covariates. *Journal of Relationship Marketing, 15*(3), 135-153.

Gogoro. (2018). Smarter energy, easier life.

Gorn, G. J., Chattopadhyay, A., Yi, T., & Dahl, D. W. (1997). Effects of color as an executional cue in advertising: They're in the shade. *Management science, 43*(10), 1387-1400.

Grazian, D. (2005). *Blue Chicago: The Search for Authenticity in Urban Blues Clubs*: University of Chicago Press.

Griff Round, D. J., Abimbola, T., & Roper, S. (2012). Exploring consumer brand name equity. *European Journal of Marketing, 46*(7/8), 938-951. doi:10.1108/03090561211230115

Groth, M. (2005). Customers as good soldiers: Examining citizenship behaviors in internet service deliveries. *Journal of management, 31*(1), 7-27.

Ha, H. Y., & Perks, H. (2005). Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction and brand trust. *Journal of Consumer Behaviour: An International Research Review, 4*(6), 438-452.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). Multivariate Data Analysis: Pearson New International Edition, Always Learning. In: Pearson

Harlow, Essex.

Hepola, J., Karjaluoto, H., & Hintikka, A. (2017). The effect of sensory brand experience and involvement on brand equity directly and indirectly through consumer brand engagement. *Journal of Product & Brand Management, 26*(3), 282-293. doi:10.1108/jpbm-10-2016-1348

Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of Consumer Research, 9*(2), 132-140.

Hsu, C.-L., & Chen, M.-C. (2018). How gamification marketing activities motivate desirable consumer behaviors: Focusing on the role of brand love. *Computers in Human Behavior, 88*, 121-133. doi:10.1016/j.chb.2018.06.037

Hsu, L.-C. (2019). Building brand-fan relationships in social commerce contexts: mediators of online brand relationships. *Journal of theoretical and applied electronic commerce research, 14*(2), 0-0.

Huang, C.-C. (2017). The impacts of brand experiences on brand loyalty: mediators of brand love and trust. *Management Decision, 55*(5), 915-934.

Iglesias, O., Markovic, S., & Rialp, J. (2019). How does sensory brand experience influence brand equity? Considering the roles of customer satisfaction, customer affective commitment, and employee empathy. *Journal of Business Research, 96*, 343-354. doi:10.1016/j.jbusres.2018.05.043

Institute of Transportation. (2020). Retrieved from https://data.gov.tw/dataset/8331

Jones, R. P., & Runyan, R. C. (2013). Brand experience and brand implications in a multi-channel setting. *The International Review of Retail, Distribution and Consumer Research, 23*(3), 265-290. doi:10.1080/09593969.2013.781531

Keiningham, T. L., Aksoy, L., Cooil, B., & Andreassen, T. W. (2008). Linking customer loyalty to growth. *mIt Sloan management review, 49*(4), 51.

Kim, C. K., Han, D., & Park, S. B. (2001). The effect of brand personality and brand identification on brand loyalty: Applying the theory of social identification. *Japanese psychological research, 43*(4), 195-206.

Kim, J., Lim, J.-S., & Bhargava, M. (1998). The role of affect in attitude formation: A classical conditioning approach. *Journal of the academy of marketing science, 26*(2), 143-152.

Kim, J. J., & Kim, I. (2018). Moral imagination, parasocial brand love, and customer citizenship behavior: Travelers' relationship with sponsoring airline brands in the United States. *Sustainability, 10*(12), 4391.

Klein, J. F., Falk, T., Esch, F.-R., & Gloukhovtsev, A. (2016). Linking pop-up brand stores to brand experience and word of mouth: The case of luxury retail. *Journal of*

Business Research, 69(12), 5761-5767. doi:10.1016/j.jbusres.2016.04.172

Kwon, E., & Mattila, A. S. (2015). The effect of self–brand connection and self-construal on brand lovers' word of mouth (WOM). *Cornell Hospitality Quarterly, 56*(4), 427-435.

Lam, S. K., Ahearne, M., Hu, Y., & Schillewaert, N. (2010). Resistance to brand switching when a radically new brand is introduced: A social identity theory perspective. *Journal of Marketing, 74*(6), 128-146.

Lasswell, H. D. (1935). World politics and personal insecurity.

Lastovicka, J. L., & Sirianni, N. J. (2011). Truly, madly, deeply: Consumers in the throes of material possession love. *Journal of Consumer Research, 38*(2), 323-342.

Leigh, T. W., Peters, C., & Shelton, J. (2006). The consumer quest for authenticity: The multiplicity of meanings within the MG subculture of consumption. *Journal of the Academy of Marketing Science, 34*(4), 481-493.

Lengnick-Hall, C. A., Claycomb, V. C., & Inks, L. W. (2000). From recipient to contributor: examining customer roles and experienced outcomes. *European journal of marketing*.

Leventhal, R. C., Wallace, E., Buil, I., & de Chernatony, L. (2014). Consumer engagement with self-expressive brands: brand love and WOM outcomes. *Journal of Product & Brand Management*.

Lin. (2016). Viewpoints / Promote by celebrities for the first time，Gogoro adjustment of strategy brings board customers [Press release]

Long-Tolbert, S. J., & Gammoh, B. S. (2012). In good and bad times: the interpersonal nature of brand love in service relationships. *Journal of Services Marketing, 26*(6), 391-402.

Long, Z., Axsen, J., Miller, I., & Kormos, C. (2019). What does Tesla mean to car buyers? Exploring the role of automotive brand in perceptions of battery electric vehicles. *Transportation Research Part A: Policy and Practice, 129*, 185-204.

Mandl, L., & Hogreve, J. (2020). Buffering effects of brand community identification in service failures: The role of customer citizenship behaviors. *Journal of Business Research, 107*, 130-137.

Manthiou, A., Kang, J., Hyun, S. S., & Fu, X. X. (2018). The impact of brand authenticity on building brand love: An investigation of impression in memory and lifestyle-congruence. *International Journal of Hospitality Management, 75*, 38-47.

Mazodier, M., & Merunka, D. (2012). Achieving brand loyalty through sponsorship: the role of fit and self-congruity. *Journal of the Academy of Marketing Science, 40*(6), 807-820.

Meyers-Levy, J., & Peracchio, L. A. (1995). Understanding the effects of color: How the

correspondence between available and required resources affects attitudes. *Journal of Consumer Research, 22*(2), 121-138.

Mody, M., & Hanks, L. (2019). Consumption Authenticity in the Accommodations Industry: The Keys to Brand Love and Brand Loyalty for Hotels and Airbnb. *Journal of Travel Research*. doi:10.1177/0047287519826233

Morgan-Thomas, A., & Veloutsou, C. (2013). Beyond technology acceptance: Brand relationships and online brand experience. *Journal of Business Research, 66*(1), 21-27. doi:10.1016/j.jbusres.2011.07.019

Nayeem, T., Murshed, F., & Dwivedi, A. (2019). Brand experience and brand attitude: examining a credibility-based mechanism. *Marketing Intelligence & Planning, 37*(7), 821-836. doi:10.1108/mip-11-2018-0544

Netemeyer, R. G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., . . . Wirth, F. (2004). Developing and validating measures of facets of customer-based brand equity. *Journal of Business Research, 57*(2), 209-224. doi:https://doi.org/10.1016/S0148-2963(01)00303-4

Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing, 63*(4_suppl1), 33-44. doi:10.1177/00222429990634s105

Oliver, R. L. (2014). *Satisfaction: A behavioral perspective on the consumer: A behavioral perspective on the consumer*: Routledge.

Organ, D. W. (1988). *Organizational citizenship behavior: The good soldier syndrome*: Lexington Books/DC Heath and Com.

Pandowo, A. (2016). How to create brand love in private label: The role of satisfaction as intervening variable. *Journal of Marketing Management, 4*(2), 81-91.

Park, C. W., Eisingerich, A. B., & Park, J. W. (2013). Attachment–aversion (AA) model of customer–brand relationships. *Journal of consumer psychology, 23*(2), 229-248.

Park, C. W., Mothersbaugh, D. L., & Feick, L. (1994). Consumer knowledge assessment. *Journal of Consumer Research, 21*(1), 71-82.

Parker, P., & Neelamegham, R. (1997). Price elasticity dynamics over the product life cycle: A study of consumer durables. *Marketing Letters, 8*(2), 205-216.

Patwardhan, H., & Balasubramanian, S. K. (2013). Reflections on emotional attachment to brands: Brand romance and brand love. *Journal of Customer Behaviour, 12*(1).

Podsakoff, P. M., & MacKenzie, S. B. (1997). Impact of organizational citizenship behavior on organizational performance: A review and suggestion for future research. *Human performance, 10*(2), 133-151.

Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. J. J. o. a. p. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *88*(5), 879.

Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavior research methods, 40*(3), 879-891.

Prentice, C., Wang, X., & Loureiro, S. M. C. (2019). The influence of brand experience and service quality on customer engagement. *Journal of Retailing and Consumer Services, 50*, 50-59.

Qian, L., Soopramanien, D., & Daryanto, A. (2017). First-time buyers' subjective knowledge and the attribute preferences of Chinese car buyers. *Journal of Retailing and Consumer Services, 36*, 189-196.

Ramaseshan, B., & Stein, A. (2014). Connecting the dots between brand experience and brand loyalty: The mediating role of brand personality and brand relationships. *Journal of Brand Management, 21*(7-8), 664-683.

Ravasi, D., & Van Rekom, J. (2003). Key issues in organizational identity and identification theory. *Corporate Reputation Review, 6*(2), 118-132.

Relph, E. (1976). *Place and placelessness* (Vol. 1): Pion.

Riivits-Arkonsuo, I., Kaljund, K., & Leppiman, A. (2015). Consumer journey from first experience to brand evangelism. *Research in Economics and Business: Central and Eastern Europe, 6*(1).

Rodrigues, C., & Rodrigues, P. (2019). Brand love matters to Millennials: the relevance of mystery, sensuality and intimacy to neo-luxury brands. *Journal of Product & Brand Management*. doi:10.1108/jpbm-04-2018-1842

Rodrigues, P., & Reis, R. (2013). *The Influence of "Brand Love" In Consumer Behavior– The Case of Zara and Modalfa Brands.* Paper presented at the Proceedings of 22nd International Business Research Conference.

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

Salzer-Mörling, M., & Strannegård, L. (2004). Silence of the brands. *European Journal of Marketing, 38*(1/2), 224-238.

Sarkar, A., Ponnam, A., & Murthy, B. K. (2012). Understanding and measuring romantic brand love. *Journal of Customer Behaviour, 11*(4), 324-347.

Schallehn, M., Burmann, C., & Riley, N. (2014). Brand authenticity: model development and empirical testing. *Journal of Product & Brand Management, 23*(3), 192-199. doi:10.1108/JPBM-06-2013-0339

Schmitt, B. (1999). Experiential marketing. *Journal of marketing management, 15*(1-3), 53-67.

Schmitt, B. (2013). The consumer psychology of customer–brand relationships: Extending the AA Relationship model. *Journal of Consumer Psychology, 23*(2), 249-252.

Scrizzi, M. (2012). How Cool Brands Stay Hot. *Journal of Product & Brand Management, 21*(7), 560-561. doi:10.1108/10610421211276303

Sternberg, R. J. (1986). A triangular theory of love. *Psychological review, 93*(2), 119.

Stokburger-Sauer, N., Ratneshwar, S., & Sen, S. (2012). Drivers of consumer–brand identification. *International Journal of Research in Marketing, 29*(4), 406-418. doi:10.1016/j.ijresmar.2012.06.001

Tuškej, U., Golob, U., & Podnar, K. (2013). The role of consumer–brand identification in building brand relationships. *Journal of Business Research, 66*(1), 53-59. doi:10.1016/j.jbusres.2011.07.022

Underwood, R. L. (2003). The communicative power of product packaging: creating brand identity via lived and mediated experience. *Journal of marketing theory and practice, 11*(1), 62-76.

Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. A. (2009). Customer experience creation: Determinants, dynamics and management strategies. *Journal of retailing, 85*(1), 31-41.

Wang, Y.-C., Ryan, B., & Yang, C.-E. (2019). Employee brand love and love behaviors: Perspectives of social exchange and rational choice. *International Journal of Hospitality Management, 77*, 458-467.

Wulandari, N. (2016). Brand experience in banking industry: Direct and indirect relationship to loyalty. *Expert Journal of Marketing, 4*(1).

YAMAHA. (2019). YAMAHA EC-05 electric scooter.

Yi, Y., & Gong, T. (2008). The effects of customer justice perception and affect on customer citizenship behavior and customer dysfunctional behavior. *Industrial Marketing Management, 37*(7), 767-783.

Yi, Y., & Gong, T. (2013). Customer value co-creation behavior: Scale development and validation. *Journal of Business Research, 66*(9), 1279-1284.

Yu, J.-C. (2019). Going Green by Going Cool: Investigating the Influences of Brand Authenticity,   Perceived Coolness, and Customer Engagement on E-Scooterists' Value-in-Use and Brand Loyalty. *National Cheng Kung University,Department of Transportation and Communication Management Science, Master thesis*, 1-104.

Zhao, X., Lynch Jr, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of Consumer Research, 37*(2), 197-206.

Appendix A Chinese Questionnaire

親愛的受訪者，您好：

　　首先非常感謝您撥冗填答此問卷。本問卷主要目的為探討「**探討以移動性產品為背景下品牌熱愛之前因及後果—以 Gogoro 為例**」，需要您寶貴的意見。請依照您的實際感受填答，本問卷純屬學術研究之用，個人資料絕不對外公開，懇請您撥冗填寫。在此向您致上萬分的感謝。

敬祝　萬事如意

<div align="right">

國立成功大學交通管理科學系

指導教授：陳勁甫　博士

碩士班研究生：余雨寰　敬上

</div>

第一部分：請就下列描述，依您的同意程度在合適的□內打勾：

問卷題目	極不同意	不同意	普通	同意	非常同意
1. 在視覺或其他感官上，Gogoro 這個品牌讓我產生了深刻的印象。	□1	□2	□3	□4	□5
2. 我覺得 Gogoro 這個品牌在感官方面上的呈現是有趣的。	□1	□2	□3	□4	□5
3. Gogoro 這個品牌並不會吸引我的感官知覺。	□1	□2	□3	□4	□5
4. Gogoro 這個品牌會促發我有心動的感覺。	□1	□2	□3	□4	□5
5. 我對於 Gogoro 這個品牌沒有強烈的情感。	□1	□2	□3	□4	□5
6. Gogoro 這個品牌是一個具有情感溫度的品牌。	□1	□2	□3	□4	□5
7. 使用 Gogoro 這個品牌會讓我在生活中投入實際的行動（如:經常騎乘、使用 Gogoro APP、和別人分享或談論這個品牌…等）。	□1	□2	□3	□4	□5
8. Gogoro 這個品牌會讓人獲得真實的體驗(如:騎乘感受、換電方式…等)。	□1	□2	□3	□4	□5
9. Gogoro 這個品牌並不會讓人想有所行動(如:搜尋更多資訊、了解附加功能…等)。	□1	□2	□3	□4	□5
10. 當我接觸到 Gogoro 這個品牌時會讓我有很多想法或聯想。	□1	□2	□3	□4	□5
11. Gogoro 這個品牌並不會讓我產生想法或聯想。	□1	□2	□3	□4	□5
12. Gogoro 這個品牌會激起我的好奇心、想去了解或使用它的產品。	□1	□2	□3	□4	□5

第二部分：請就下列描述，依您的同意程度在合適的☐內打勾：

問卷題目	極不同意	不同意	普通	同意	非常同意
1. Gogoro 這個品牌就如同它所提出的承諾一樣。 (承諾：如要改變城市的能源使用方式)	☐1	☐2	☐3	☐4	☐5
2. Gogoro 這個品牌能精準地呈現它所要代表的意義。	☐1	☐2	☐3	☐4	☐5
3. Gogoro 這個品牌不會破壞自己的品牌形象。	☐1	☐2	☐3	☐4	☐5
4. 我發覺 Gogoro 這個品牌是真實可靠的。	☐1	☐2	☐3	☐4	☐5
5. Gogoro 這個品牌展現出對自我品牌的肯定。	☐1	☐2	☐3	☐4	☐5
6. Gogoro 這個品牌對如何達成品牌承諾具有清楚的理念。	☐1	☐2	☐3	☐4	☐5
7. 我對 Gogoro 這個品牌有很強的歸屬感。	☐1	☐2	☐3	☐4	☐5
8. 我對 Gogoro 這個品牌有很強的認同感。	☐1	☐2	☐3	☐4	☐5
9. Gogoro 這個品牌體現了我所相信的價值。	☐1	☐2	☐3	☐4	☐5
10. Gogoro 這個品牌像我不可分割的一部分。	☐1	☐2	☐3	☐4	☐5
11. Gogoro 這個品牌對我來說存在著許多個人意義。	☐1	☐2	☐3	☐4	☐5

第三部分：請就下列描述，依您的同意程度在合適的☐內打勾：

問卷題目	極不同意	不同意	普通	同意	非常同意
1. Gogoro 這個品牌是個很棒的品牌。	☐1	☐2	☐3	☐4	☐5
2. Gogoro 這個品牌讓我感覺很好。	☐1	☐2	☐3	☐4	☐5
3. Gogoro 這個品牌真的是太出色了。	☐1	☐2	☐3	☐4	☐5
4. 我對 Gogoro 這個品牌抱持不好也不壞的態度	☐1	☐2	☐3	☐4	☐5
5. Gogoro 這個品牌讓我感到非常快樂。	☐1	☐2	☐3	☐4	☐5
6. 我熱愛 Gogoro 這個品牌！	☐1	☐2	☐3	☐4	☐5

問卷題目	極不同意	不同意	普通	同意	非常同意
7. 我對 Gogoro 這個品牌沒有特別的感覺。.	□1	□2	□3	□4	□5
8. Gogoro 這個品牌讓我感到純粹的喜悅。	□1	□2	□3	□4	□5
9. 我對 Gogoro 這個品牌充滿了熱情。	□1	□2	□3	□4	□5
10. 我非常喜歡 Gogoro 這個品牌。	□1	□2	□3	□4	□5

第四部分：請就下列描述，依您的同意程度在合適的□內打勾：

問卷題目	極不同意	不同意	普通	同意	非常同意
1. 我會忠於 Gogoro 這個品牌。	□1	□2	□3	□4	□5
2. Gogoro 這個品牌是我的首選。	□1	□2	□3	□4	□5
3. 如果 Gogoro 這個品牌在市面上的話，我不會選擇其他品牌。	□1	□2	□3	□4	□5
4. 除非 Gogoro 這個品牌的價格上漲很多，否則我不會轉買其他品牌的電動機車。	□1	□2	□3	□4	□5
5. 相較於他牌電動機車，我願意為 Gogoro 這個品牌支付更高價格。	□1	□2	□3	□4	□5
6. 如果其他 Gogoro 使用者需要幫助時，我會主動協助或給予他們建議。	□1	□2	□3	□4	□5
7. 如果我有發現 Gogoro 的產品相關問題或建議，我會主動告知 Gogoro。	□1	□2	□3	□4	□5
8. 我會主動向其他人介紹 Gogoro 這個品牌的優點。	□1	□2	□3	□4	□5
9. 如果 Gogoro 的產品不如自己預期時，我願意包容並給予改善的機會。	□1	□2	□3	□4	□5

第五部分：個人基本資料

1. 性別：　　　　　　　　　□男　□女

2. 年齡：
□18~23 歲　□24~30 歲　□31~37 歲
□38~50 歲　□51~64 歲　□65 歲以上

3. 學歷：
□國中以下　□高中(職)　□大學(專科)　□研究所以上

4. 職業：
□學生　　　　□家管　　　□軍公教　　□農林漁牧業
□製造(工)業　□服務業　　　□退休　　　□其他_____

5. 每月可支配所得：
□20,000 元以下　　　　□20,001 元~40,000 元
□40,001 元~60,000 元　　　□60,001 元~80,000 元
□80,001 元~100,000 元　□100,001 元以上

6. 請問您是否第一次購買機車：　□是　□否

7. 請問您騎乘的 Gogoro 系列：　□S 系列　□1 系列　□2 系列　□3 系列　□VIVA

8. 請問您使用 Gogoro 已有多久的時間：　大約_____年_____月

9. 請問您使用機車的頻率為：　每星期(周一至周日)大約使用_____天

10. 請問您使用自有機車最主要的用途是：
□上、下班 □上、下學 □休閒娛樂及旅遊
□接送親屬 □業務使用 □購物 □其他_____

11. 請問您是否有加入 Gogoro 的線上社群
(社團、粉絲團、Line...等)：　□是　□否

12. 是什麼原因吸引您購買 Gogoro 的電動機車(可複選)：	□綠色環保　　□設計美感與科技感 □政府補助優惠□親朋好友推薦 □維護成本低 □其他_____
13. 請問您最常使用關於 Gogoro 的線上社群是：	□官方車友論壇　□Facebook□Line□其他_____ (GO 粉俱樂部)

【問卷到此結束，感謝您細心地填答！】

Appendix B English Questionnaire

※Questions are measured from 1 (strongly disagree) to 5 (strongly agree)

Part1: Please pick the most appropriate answer for the following description of Gogoro.

Questions	1	2	3	4	5
Brand experience - sensory (BES)					
1. This brand makes a strong impression on my visual sense or other senses.	☐	☐	☐	☐	☐
2. I find this brand interesting in a sensory way.	☐	☐	☐	☐	☐
3. This brand does not appeal to my senses.	☐	☐	☐	☐	☐
Brand experience - affective (BEA)					
4. This brand induces feelings and sentiments.	☐	☐	☐	☐	☐
5. I do not have strong emotions for this brand.	☐	☐	☐	☐	☐
6. This brand is an emotional brand.	☐	☐	☐	☐	☐
Brand experience - behavior (BEB)					
7. I engage in physical actions and behaviors when I use this brand.	☐	☐	☐	☐	☐
8. This brand results in bodily experiences.	☐	☐	☐	☐	☐
9. This brand is not action oriented.	☐	☐	☐	☐	☐
Brand experience - intellectual (BEI)					
10. I engage in a lot of thinking when I encounter this brand.	☐	☐	☐	☐	☐
11. This brand does not make me think	☐	☐	☐	☐	☐
12. This brand stimulates my curiosity and problem solving.	☐	☐	☐	☐	☐
Brand authenticity (BA)					
13. Considering its brand promise, my brand does not pretend to be someone else.	☐	☐	☐	☐	☐
14. My brand knows exactly what it stands for and does not promise anything which contradicts its character.	☐	☐	☐	☐	☐
15. My brand does not seem to distort itself.	☐	☐	☐	☐	☐
16. I find the brand as truly authentic.	☐	☐	☐	☐	☐
17. The brand shows self-esteem.	☐	☐	☐	☐	☐
18. My brand possesses a clear philosophy which guides the brand promise.	☐	☐	☐	☐	☐

Brand identification (BI)					
19. I feel a strong sense of belonging to brand X.	☐	☐	☐	☐	☐
20. I identify strongly with brand X.	☐	☐	☐	☐	☐
21. Brand X embodies what I believe in.	☐	☐	☐	☐	☐
22. Brand X is like a part of me.	☐	☐	☐	☐	☐
23. Brand X has a great deal of personal meaning for me.	☐	☐	☐	☐	☐
Brand love (BL)					
24. This is a wonderful brand.	☐	☐	☐	☐	☐
25. This brand makes me feel good.	☐	☐	☐	☐	☐
26. This brand is totally awesome.	☐	☐	☐	☐	☐
27. This brand makes me very happy.	☐	☐	☐	☐	☐
28. I love this brand!	☐	☐	☐	☐	☐
29. This brand is a pure delight.	☐	☐	☐	☐	☐
Brand loyalty (BLY)					
30. I will be loyal to this brand	☐	☐	☐	☐	☐
31. This brand would be my first choice.	☐	☐	☐	☐	☐
32. I will not consider other brands if this brand is available in the marketplace.	☐	☐	☐	☐	☐
33. The price of (brand name) would have to go up quite a bit before I would switch to another brand of (product).	☐	☐	☐	☐	☐
34. I am willing to pay a higher price for (brand name) brand of (product) than for other brands of (product).	☐	☐	☐	☐	☐
Customer citizenship behavior (CCB)					
35. I assist or give other customers advice if they need any help.	☐	☐	☐	☐	☐
36. If I have any idea or problem, I let the employee know.	☐	☐	☐	☐	☐
37. I said positive things about (brand name) to others.	☐	☐	☐	☐	☐
38. If service is not delivered as expected, I would be willing to give it a second chance.	☐	☐	☐	☐	☐

Part 2：Sample characteristics

1.	Gender	☐Male	☐Female	
2.	Age	☐18~23 ☐24~30 ☐31~37 ☐38~50 ☐51~64 ☐ above 65		
3.	Education	☐Lower than junior high school ☐Senior high school ☐Bachelor's degree ☐Over than Master's degree		

4.	Occupation	□Student □Homemaker □Public servant and Military □Manufacture industry □Service industry □Retired □Agriculture, forestry, fishing, and animal husbandry □Others _____
5.	Income (TWD per month)	□Below 20,000 dollars □20,001~40,000 dollars □40,001~60,000 dollars □60,001~80,000 dollars □80,001~100,000 dollars □Above 100,001 dollars
6.	Are you a first-time buyer of scooter	□Yes □No
7.	Which series of Gogoro do you own	□S □1 series □2 series □3 series □VIVA
8.	How long have you been riding Gogoro	approximately _____ month(s)
9.	Frequency of using Gogoro	Using _____ day(s) in a week
10.	Purpose of using e-scooter	□Commuting □Travel/entertainment □Shopping □Business □Giving relative a ride □Others____
11.	What is your motive of purchasing Gogoro	□Green □High-tech design □Subsidization □Recommendation from friends □Low maintenance cost □Others_____
12.	Online community about e-scooter most commonly used	□Gogoro cafe □Facebook □Line □Others_____