The role of need-supportive advertisement appeals in bringing defunct brands back to life: a basic psychological needs theory perspective

Faheem Gul Gilal, Rushna Khalil, Rukhsana Gul Gilal, Naeem Gul Gilal

The role of need-supportive advertisement appeals in bringing defunct brands back to life: a basic psychological needs theory perspective

Faheem Gul Gilal*, Rushna Khalil and Rukhsana Gul Gilal

Department of Business Administration,
Sukkur IBA University,
Sukkur, 65200, Sindh, Pakistan
Email: faheem.gul@iba-suk.edu.pk
Email: rushna.msmgt18@iba-suk.edu.pk
Email: rukhsana.gul@iba-suk.edu.pk
*Corresponding author

Naeem Gul Gilal

Department of Business Administration,
Sindh University.
Campus Mirpurkhas, 69000, Pakistan
Email: naeemgulgilal@yahoo.com

Abstract: Using two theoretical lenses: basic psychological needs theory and gender schema theory, this study aims to investigate the effect of need-supportive (e.g., autonomy, competence, and relatedness) advertisement appeals on customer participation in the brand resurrection movement (BRM) via the mediation of brand passion. We also hypothesise customer gender (male vs. female) as a moderating variable in these relationships. A paper and pencil survey was used to recruit $n = 215$ customers of defunct brands, and the data were analysed in AMOS 24.0 using structural equation modelling and multi-group modelling techniques. When the autonomy, competence, and relatedness-supportive advertisement appeals were evaluated, the relatedness-supportive advertisement was found to have the greatest effect on BRM through increasing their brand passion. Multi-group modelling results established that the effect of competence-supportive advertisement appeal is promising for increasing female customers' participation in BRM, whereas relatedness-supportive advertisement appears to be more salient for male customers' BRM via brand passion.

Keywords: BRM; brand resurrection movements; autonomy-supportive advertisement appeals; competence-supportive advertisement appeals; relatedness-supportive advertisement appeals; brand passion.

Biographical notes: Faheem Gul Gilal is an accomplished Associate Professor of Marketing at Sukkur IBA University, Pakistan. He has published over 60 research articles in highly-ranked journals listed in SSCI, ABDC, and SCOPUS, with over 33,000 citations on Researchgate. He has won numerous awards, including the top-cited author award from the Journal of Consumer Behaviour in 2019/20, and has been recognised as the most downloaded/cited author in the European Management Journal since 2019. His areas of expertise include consumer behaviour, marketing communications, and social media marketing. He is a highly regarded scholar whose contributions to the field of marketing have been widely recognised.

Rushna Khalil is a promising young scholar who completed her MS in Management Sciences from Sukkur IBA University, Pakistan. Currently pursuing her PhD, she has already established herself as an accomplished researcher with several publications in reputed domestic and international journals. Her research interests include management, marketing, and consumer finances. With her passion for learning and dedication to research, she is poised to make a significant contribution to the field of management sciences.

Rukhsana Gul Gilal is a highly acclaimed Associate Professor of Marketing at Sukkur IBA University, Pakistan, with an impressive academic background. She obtained her MS in Marketing from Sukkur IBA University, followed by a PhD from Wuhan University of Technology, China. Her research focuses on marketing and consumer behaviour, and she has published over 40 empirical studies in highly ranked journals such as the *Journal of Business Research*, *Journal of Brand Management*, and *Psychology & Marketing*, to name a few. Her contributions to the field have earned her numerous accolades, including the prestigious Top Cited Paper Award from the Journal of Consumer Behaviour in 2018/19. She is a renowned scholar whose research has significant implications for marketing theory and practice.

Naeem Gul Gilal is a renowned scholar with a strong research focus on consumer product marketing, brand management, and consumer behaviour. His extensive research has been published in several prestigious branding and consumer psychology journals, including the *International Journal of Hospitality Management*, *Journal of Business Research*, *Journal of Brand Management, Psychology & Marketing*, and *Journal of Consumer Behaviour*, among others. In recognition of his outstanding research contributions, he has received numerous awards, including the Outstanding International Student Award and the Excellent Dissertation Award. His innovative research has significant implications for marketing theory and practice, making him a leading figure in the field of marketing and consumer behavior.

1 Introduction

Brands that can successfully create an image in the minds of customers, ultimately achieve staunch brand-loyal customers (Atulkar, 2020). Customers who were previously addicted to these brands can resurrect them if they go out of business for any reason (Gilal et al., 2020a). This recent wave of bringing dead brands back to life is termed the brand resurrection movement (BRM) by academics and practitioners (Davari et al., 2017). A certain level of attachment to the brand compels the customers to launch a BRM in one or another way (Gilal et al., 2020b). Re-launching the dead brands holds great

significance (Almazyad et al., 2023). In past, one can find lots of instances where consumers incited organisations to put the defunct brand back on shelves due to personal attachment to the brand's attributes and loyalty (Davari et al., 2017). Even from the organisational point of view, bringing the dead brand back to life is worth pondering over (Volpert and Michel, 2022). This would save them a huge cost they would have to otherwise spend in order to attract customers and create brand loyalty in case of launching a new product (Gilal et al., 2020a; Thomas and Kohli, 2009). Recent history has witnessed cases, where brands that were discontinued by the managers were brought back to life by the consumers (Shah, 2017). Interestingly, the customers were the very reason behind the discontinuation of the brand and the very customers were the reason behind the resurrection of the brand. Bonomo's Turkish Taffy was discontinued in 1980, but after 30 years, consumers brought it back to the shelves. Similarly, Twinkies was brought back to life by its consumers through social media power. Cadbury Wispa was also brought back into the market by its staunch lovers. Similarly, Coca-Cola Surge and Crystal Pepsi also got their heartbeat back by the grace of the social media movements by their consumers. Surprisingly, in the age of smartphones, consumers pushed Nokia to re-launch its so-called traditional phone Nokia 3310, and yes it was also brought back to life.

Loyal customers find it difficult to live without their favourite brands (Gilal et al., 2022a; 2022b). They think that taking away their favourite brand from the market deprives them of the freedom of using that brand (Brehm, 1966; Jamal et al., 2022). Schlossberg (2015) and Gilal et al. (2020a) have termed these defunct brands as "zombie brands". These discontinued brands are forced to be back on the shelves because they had put a unique image on the minds of the consumer during their peak times (O'Reilly, 2016). Whatever may be the reason, the BRM, surely is something to be pondered over by researchers and marketers. Some studies (Davari et al., 2017; Gilal et al., 2020a, 2020b; Thomas and Kohli, 2009) tried to fill this literature gap and have produced content on this topic. Davari et al. (2017) discussed the factors that motivate consumers to participate in BRM. The study concluded that "consumers' beliefs about functional and value-expressive utilities, as well as their judgements about the perceived superiority of the defunct brand, are responsible for consumer participation in BRM". Similarly, Gilal et al. (2020b) look at how endorsers and product types affect consumer BRM participation. While Thomas and Kohli (2009) examined the reasons for a brand's death and proposed some measures that managers could take to bring the brand back to life. Gilal et al. (2020a) make a significant contribution to the BRM literature by investigating the impact of nostalgic advertisements on consumer participation in BRM. Based on these plausible relationships between advertisements and BRM activities, we attempted to investigate the relationship between autonomy, competence, and relatedness-supportive advertisements and consumer participation in BRM.

According to basic psychological need theory, individuals have three needs: autonomy, competence, and relatedness (ACR), and when these needs are met, they provide the emotional security needed to form strong attachments. Gilal et al. (2018a) postulated that consumer satisfaction with self-determined contributes significantly to strengthening willingness to pay a premium. According to Hsieh and Chang (2016), consumers believe that participating in brand co-creation will satisfy their ACR and that these perceived needs fulfilment motivate consumers to participate in brand co-creation. Loroz and Braig (2015) suggested that satisfying ACR needs can considerably improve consumer brand-related outcomes such as attachment. As a result, we expect a strong

relationship between ACR supportive advertisement appeals and consumer downstream behavioural outcomes such as customer participation in BRM. To the authors' knowledge, no research on the relationship between ACR support ads and consumer participation in BRM has been conducted. Thus, the current study fills this void by looking into these relationships.

We argued that ACR-supportive advertisements might not have a direct influence on consumers' participation in BRM participation. According to a number of studies, including Ahn (2019), Gilal et al. (2021), Hsieh and Chang (2016), and Proksch et al. (2015), ACR needs fulfilment can bolster consumer feelings about brands. Building on these studies, we hypothesised that there could be a link between advertisement appeals that meet basic psychological needs for ACR and brand passion, and that brand passion motivates consumers to engage in BRM. As a result, we included brand passion as a mediating variable in our model. That is, we will investigate whether brand passion mediates the relationship between advertisements appeals that satisfy basic psychological needs and consumer participation in BRM activities.

Besides this, the current study investigates whether gender influences the relationship between advertisements that meet ACR needs and brand passion. This is significant because previous research by Gilal et al. (2018, 2020c) found significant differences in consumer behaviour outcomes between male and female customers. Gilal et al. (2019) discovered that the impact of various types of advertisements on consumer participation in BRM activities varied significantly depending on gender. Gender is thought to play a moderating role in current research settings, based on these findings. As a result, the current study contributes to the body of knowledge by determining the impact of ACR-supportive advertisements on consumer BRM participation by increasing brand passion.

2 Hypotheses development

2.1 Brand resurrection movements (BRM)

A strong and powerful brand is considered to be one that has high brand equity (Thomas and Kohli, 2009). When customers feel a strong attachment to the brand and there is high brand awareness, the brand is said to have high brand equity (Gilal et al., 2022; Keller, 1999). Brands with strong brand equity enjoy greater market share and success over time. But, as the saying goes, "Everything in this World is Mortal", and the brand is no exception. A brand dies when its brand equity is depleted (Davari et al., 2017; Thomson and Kohli, 2009). Few researchers have discussed a brand's death (Davari et al., 2017; Ewing et al., 2009; Gilal et al., 2020a, 2020b; Mishra, 2018). As such, some well-known and iconic brands, such as Pan Am and General Motors' Oldsmobile, died as a result of unfortunate incidents (Reed, 2006; Haig, 2003). According to Thomas and Kohli (2009), brand death can be caused by managerial actions (price cuts, price increases, product quality, inability to stay in touch with targeted customers, or brand neglect), as well as environmental factors or competitor attacks (Ilhan et al., 2018; Volpert and Michel, 2022).

Although there is little research on consumer participation in BRM (Brown et al., 2003; Davari et al., 2017; Dion and Mazzalovo, 2016; Gilal et al., 2019; Merlo and Perugini, 2015; Thomas and Kohli, 2009), interest in BRM is continuing to rise among academics and market practitioners (Almazyad et al., 2023; Volpert and Michel, 2022).

Researchers are particularly interested in finding ways to resurrect dead brands (Davari et al., 2017; Gilal et al., 2020a, 2020b). One such strategy for increasing consumer participation in BRM is to increase brand passion which compels consumers to maintain a relationship with the brand (Gilal et al., 2020b). In the following section, we discuss in detail how brand passion may influence consumer behaviour and provide theoretical justification regarding the link between brand passion and the BRM.

2.2   Brand passion and brand resurrection movements

Sternberg's (1986) triangular theory of love states that the feeling of love is made up of three major components: intimacy, passion, and decision/commitment. Any of these elements, or a combination of them, can be used to describe love. This theory defines 'passion' as the feeling of romance and sexual attraction toward other beings. While passion is broadly defined as "a strong inclination toward an activity that people like, consider important, and in which they invest time and money" (Vallerand and Houlfort, 2003). When referring to a customer's passion for a brand, the term 'passion' refers to their affective and positive attitude toward that brand (Bauer et al., 2007; Gilal et al., 2021). Gilal et al. (2022) argue that sometimes customers have passion-like feelings (or what they call 'yearning') for their favourite brands while linking Sternberg's understanding of passion with consumers' brand passion.

The most recent notion of brand passion depicts consumer enthusiasm for brands (Bhalla and Pathak, 2023) and their participation in brand-related activities such as digital assistant usage (Maduku et al., 2023). When a consumer has a passion for a brand, they like to have a brand or obsessive interest in using that product or service. In such cases, a close relationship between the consumer and the brand develops (Gilal et al., 2021, 2022). Brands such as Facebook, Amazon, Netflix, Apple, and Disney have been able to maintain long-term relationships and strong bonds with their customers by instilling brand passion in them (Kopalle et al., 2020). Thus, one of the outcomes of brand passion can be a constant desire to use that brand, and if they cannot find their beloved brand in the market, they may seek ways to obtain it again. Customer power, according to Davari et al. (2018), can sometimes motivate managers to resurrect dormant brands. As a result, customer passion for a brand can lead to the revival of dormant brands. These findings compelled us to put our first hypothesis to the test:

> H1: Brand passion has a positive effect on customers' participation in BRM.

2.3   Autonomy-supportive advertisements and brand passion

Basic psychological needs theory (BPNT) is one of the most extensively researched theories in psychology and human motivation (Deci and Ryan, 1980). According to the theory, innate psychological needs for autonomy, competence, and relatedness (ACR) dominate human choices and behaviour (Gilal et al., 2019a). Without any outside interference, these three psychological needs stimulate motivation and, ultimately, shape behaviours (Gilal et al., 2019b). BPNT-based studies identify factors that influence consumers' intrinsic and extrinsic motivation, which aids in the prediction of positive marketing outcomes (Ahn et al., 2019; Gilal et al., 2022). Thus, the ultimate purpose of these studies was to examine various factors which contribute significantly to increasing passion among customers. While researching the relationship between motivation and

brand passion, Gilal et al. (2018) found that external motivation has a significant impact on consumer brand passion. Many studies (Das et al., 2019; Gilal et al., 2022) have identified the significance of creating a passion for the brand among customers. For example, according to one study (Drnovsek et al., 2009), brand passion is critical because it ensures that customers will invest their time and money in the products and services offered.

Similarly, an effective brand advertisement strategy is one way to create brand passion among customers. According to Mukherjee (2019), social media marketing can generate brand passion among social media users for the advertised brands. Another study (Gilal et al., 2019) found that celebrity endorsements in advertisements have a significant impact on consumers' brand passion. According to Hseih and Chang (2016), perceived benefits of autonomy, competence, and relatedness motivate consumers to participate in brand co-creation activities. In this study, we aim to determine whether there is any connection between brand passion and consumers' satisfaction with the three psychological needs through effective advertising, and ultimately, whether brand passion mediates the relationship between basic psychological need-satisfying ads and BRM.

According to the definition of autonomy, it is when "significant others offer choice, a valid justification, reduce pressure, and acknowledge the target individual's feelings and opinions" (Deci and Ryan, 1980, 2000a). While in BPNT, autonomy denotes the ability to live one's life at one's own will and choose actions that are consistent with one's integrated self (Gilal et al., 2019a). According to BPNT, an activity that meets an individual's autonomy needs increases that individual's engagement in that activity (Deci and Ryan, 1980, 2000a; Gilal et al., 2019b). In terms of satisfying customer needs, autonomy needs can be met when a customer's behaviour is derived independently (Deci and Ryan, 1980; Ryan and Lynch, 1989). According to a study on tourism experiences, when customers' autonomy needs are met, they become attached to the brand (Thomson, 2006). According to Gilal et al. (2020a), nostalgic advertisements can increase consumer engagement in BRM activities because they create psychological reactance among consumers for dead brands, and consumers will ultimately try to exercise their freedom of choice by participating in BRM activities.

The studies mentioned above provided some preliminary conclusions: advertisements play a role in increasing consumers' participation in BRM activities when autonomy needs are met, consumers feel attached to the brand, and consumers' engagement in BRM activities can be increased by meeting their autonomy needs. These findings served as the foundation for our second hypothesis, in which we attempted to determine a relationship between autonomy-supportive advertisements and brand passion and examined whether brand passion mediates the relationship between autonomy-supportive advertisements and BRM. Hence, our second hypothesis is:

> *H2: Autonomy-supportive advertisements have a positive effect on customers' brand passion.*

2.4 Competence-supportive advertisements and brand passion

Competence can be termed as the foundation on which self-esteem and self-confidence are laid (White, 1959). According to BPNT, when people feel competent, their ability to complete a task or achieve a goal improves, which is a basic human psychological need (Deci and Ryan, 2000b). According to BPNT, activities and experiences that increase

one's sense of competence ultimately increase one's internal motivation (Deci and Ryan, 1980, 2000a). Customers are expected to form strong bonds with brands that make them feel competent (Thomson, 2006). According to some studies (La Guardia and Patrick, 2008; Porksch et al., 2015), increasing a brand's sense of competence increases customers' attachment to the brand. According to Hseih and Cheng (2016), perceived competency extended by the brand can stimulate consumer engagement in brand co-creation. BPNT also extends the same notion and suggests that satisfaction of competence needs can encourage consumers' participation in different activities. Hence we hypothesised that meeting consumers' competence needs through advertising would increase their participation in BRM. Based on these findings, we anticipate that because satisfying competence needs can increase brand affection or brand attachment, advertisements satisfying competence needs can increase brand passion among customers, which will eventually lead to participation in BRM activities. As a result, we expect:

> H3: Competence-supportive advertisements have a positive effect on customers' brand passion.

2.5   Relatedness-supportive advertisements and brand passion

Relatedness is defined as an individual's need to love and care for others, as well as a sense of belonging to a group (Baumeister and Leary, 1995; Van den Broeck et al., 2010). According to Deci and Ryan (2000a), relatedness is the feeling of having close and intimate relationships with others. Gilal et al. (2020a) argue that when the customers' relatedness need is satisfied through celebrity endorsement, it can positively affect their passion for the brand. Similarly, another study by Gilal et al. (2020b) suggests that celebrity endorsement (which can be a source of satisfying relatedness needs) can be conducive to bringing dead brands back to life. Therefore, it can be expected that advertisement appeals that satisfy consumers' relatedness needs can significantly affect brand passion and afterward, can enhance consumers' engagement in BRM activities. Hence, we expect:

> H4: Relatedness-supportive advertisements have a positive effect on customers' brand passion.

2.6   Moderation of gender

While conforming to the concept extended by gender schema theory, Davvetas and Diamantopoulos (2016) and Gilal et al. (2018) suggest that the decision-making process is affected by the difference in gender. Researchers studying love styles state that men and women diverge in the sense that men are more passionate and women are more affectionate (Davies, 1996; Lim et al., 2021; Traupmann and Hatfield, 1981). Another study by Gilal et al., 2020c) reveals that males are programmed to fulfil instrumental roles, and females are programmed to realise expressive roles. The gender difference in satisfaction of psychological needs was elaborated by a study (Kashdan et al., 2009); women having higher gratitude were more likely to satisfy relatedness and autonomy need. Gilal et al. (2018) posit that men and women have a difference in their preferences for product design type in relation to their psychological need satisfaction. It has also been found that intrinsic motivation is the better driving force of brand passion for

females whereas extrinsic motivation is the better antecedent of brand passion for males (Gilal et al., 2020c). Studies by Ameen et al. (2021), Kim et al. (2021) and Yuan and Dennis (2019) have also shown that females possess more attachment to brands and hence are more willing to pay for their favourite brands. While exploring the difference in gender reaction towards advertisements, a study by Whipple and McManamon (2002) and Wang et al. (2022) extends that advertisements promoting female brands positively affect target customers when there is a match between the promoter and the target customer while such technique was less effective in case of advertisements promoting male products. Based on these differences for both genders regarding brand passion psychological needs satisfaction and reaction toward advertisements, we propose the following hypotheses:

> H5: Gender significantly moderates the relationship between (H5a) autonomy (H5b) competence, and (H5c) relatedness-supportive advertisements appeals and customers' brand passion.

In summary, this paper is intended to explore the association between ACR-supportive advertisement appeals and customers' participation in BRM through brand passion. Along with that, it is also expected that gender would moderate the relationship between ACR-supportive advertisement appeals and brand passion. Figure 1 demonstrates the projected theoretical model.

Figure 1 Theoretical framework
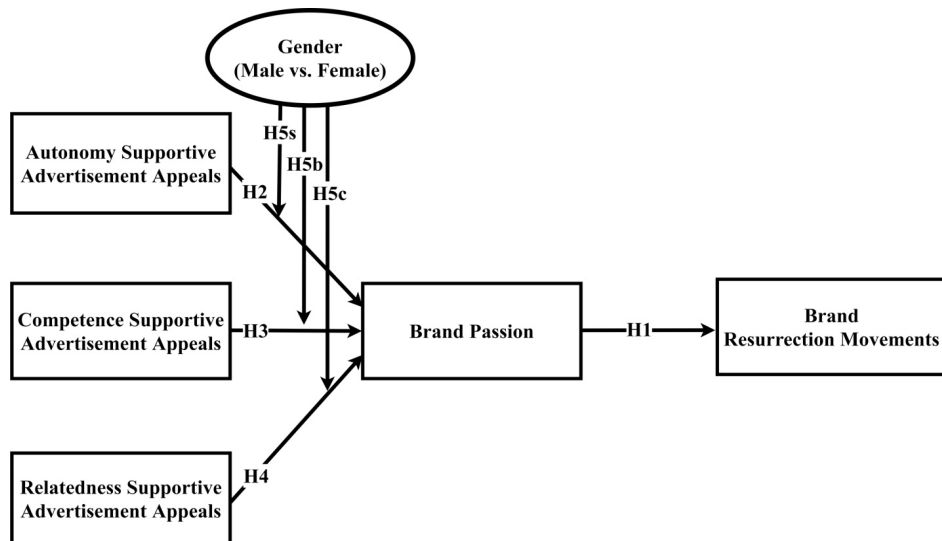
3 Methodology

3.1 Participants and data collection

Nowadays, the most evoked and cherished brands are those that were huge hits due to memorable advertisements in the late 1980s and early 1990s. Even on social media, these brands' advertisements are widely shared by millennials who were either children or

teenagers in the 1990s. This group, known as millennials, is between the ages of 25 and 34. In 2013, this segment of the population was reported to be the most active on social media, accounting for more than 90% of all users (Davari et al., 2017; Duggan et al., 2015). The widespread sharing of brand advertisements from the 1980s and 1990s on social media suggests that millennials are the most suitable and willing participants in any sort of brand revival movement. Millennials can participate in any such movements and cater to consumer-generated content because they are heavy users of social networking sites (Davari et al., 2017). Even the brands that inspired consumers to engage in BRM were mostly unavailable after the 1990s, such as Coca-Cola Surge, JNCO Jeans, and M&M's Crispy Milk Chocolate Candiet (Smith, 2016). As a result, we chose to include millennials in our sample. However, because our study is not solely focused on the millennials, we have a small portion of our sample made up of respondents younger than millennials (e.g., known as generational Z-ers) and some older than millennials (e.g., known as generational X-ers). A total of 215 valid responses were recorded. Demographic information indicates that out of 215 respondents, 31.6% were aged between 16 and 24, 54% respondents were aged between 25 and 34, 14.4% were aged between 35 and 55. Likewise, 51.6% were males, 22.3% were teachers, 13% were bankers, 6.5% were engineers, 58.1% belonged to other occupations, 28.40% had monthly salary below 10K, 12.10% had monthly salary between 50K and 75K, 16.70% had monthly salary between 75K and 100K, 9.80% had monthly salary between 100K and 125K, and 33% had monthly salary above 125K. (See Table 1 for the demographic details of respondents).

Table 1   Sample characteristics

Characteristics	Percentage
Age (*Years*)	
16–24	31.6%
25–34	54%
35–55	14.4%
Gender	
Male	51.6%
Female	48.4%
Occupation	
Teacher	22.3%
Banker	13.0%
Engineer	6.5%
Other	58.1%
Income	
Below 50K	28.40%
50–75K	12.10%
75–100K	16.70%
100–125K	9.80%
Above 125K	33%

Sample size $N = 215$.

3.2   Procedures

Self-administered survey questionnaires were distributed to defunct brand consumers. Questionnaires were disseminated by email, WhatsApp, Facebook, and other social media platforms by sending a link to a Google Form. Furthermore, using the snowball sampling technique, surveys were also given in hard copy form to respondents in specified age groups in universities, colleges, and other locations. The survey's goal was stated to respondents, and a brief description of it was included at the start of the questionnaire form. Keeping in mind the main goal of our study, respondents were initially asked if they remembered any of the defunct brands and whether they wish to see those dead brands that they used to buy come back to life. Respondents were also required to mention one defunct brand in the questionnaire that they want back in the market. And not to our surprise, most of the brands were the popular brands of the '90s like Dentonic Tooth Powder, Tibet Powder, Polka Ice-Cream, etc. Hence, the respondents were able to make us achieve our research objectives.

3.3   Measures

The survey instrument used in this study was based on five constructs. These constructs were derived from existing literature and were subjected to appropriate validity and reliability tests by the researchers. We modified the instrument to reflect the context of our research and culture. A five-point Likert scale was used to record responses, with 1 indicating strong disagreement with the statement and 5 indicating strong agreement. The satisfaction of consumers' ACR needs through advertisement was measured using three items for each variable. These items were taken from Ahn's study (2019). Similarly, consumers' brand passion was measured using ten items drawn from Ahn's study (2019). Consumers' willingness to participate in the BRM was assessed using five items from Davari et al. (2017). The Gender as a moderator was tested by keeping "Male" = 1 and "Female" = 2, inspired by Gilal et al. (2018a).

4   Results

4.1   Common method bias

The data for all three types of variables i.e., independent, dependent, and mediating variables were taken from the same respondent, common method bias (CMB) might have been the issue. In order to resolve the issue of CMB, the methods used by well-known scholars (MacKenzie and Podsakoff, 2012; Gilal et al., 2019) were used. Two statistical measures were used, in order to confirm that the data collected does not have the CMB issue in it. Firstly, the widely used method of Harman's single factor was employed, where all the variables are loaded on a single factor, and the variance of that single common factor is evaluated. The total variance of that single factor was 47.30% less than 50%, which indicates that CMB was not the issue with our data. We also used a common latent factor to analyse the common variance among all the variables under study in order to further evaluate and confirm this issue. The difference between an unconstrained model and a fully constrained model was evaluated. Those differences were not significant, i.e., less than 0.2, indicating that CMB was not a concern in our data analysis.

4.2   Factor analysis

Before testing the hypotheses and assessing the correlation among the variables, we ran exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) to check the validity and reliability of the instrument in our context and culture. We used the principal axis factoring method and varimax rotation (Hair et al., 1998) with SPSS 23. Two items of the BRM had a communality score of less than 0.4, therefore, we deleted those two items (Shiau et al., 2019; Fabrigar et al., 1999). The values of Kaiser-Meyer-Olkin (KMO) were greater than the acceptable criteria of 0.60 (KMO autonomy-supportive ads = 0.727; KMO competence supportive ads = 0.654; KMO relatedness-supportive ads = 0.713; KMO brand passion = 0.928; KMO brand resurrection movement = 0.678).

Following that, we used CFA with AMOS 24 to confirm that our respondents correctly identified ACR-supportive ads, brand passion, and BRM. We compared our five-factor model to four-factor, three-factor, two-factor, and one-factor models. The results indicated that our five-factor model showed the best model fit indices as compared to other models (see Table 2). Hence, our model passed the test of convergent and discrimination validity.

Table 2   Discrimination validity using alternate model comparsion

Model	Factor Loaded	X^2/df	CFI	NFI	TLI	GFI	SRMR	RMSEA
1	5-Factor: ASA, CSA, RSA, BP, BRM	498.732	0.905	0.853	0.89	0.801	0.068	0.084
2	4-Factor:ASA, RSA, BP, BRM	531.933	0.896	0.843	0.882	0.789	0.095	0.087
3	3-Factor: ASA, BP, BRM	556.469	0.889	0.836	0.876	0.783	0.097	0.089
4	2-Factor: ASA, BRM	650.521	0.86	0.809	0.845	0.751	0.106	0.100
5	1-Factor: All variables combined	982.427	0.756	0.711	0.73	0.611	0.132	0.132

ASA = autonomy-supportive advertisement appeals, CSA = competence-supportive advertisement appeals, RSA = relatedness-supportive advertisement appeals, BP = brand passion, BRM = brand resurrection movements.

4.3   Correlation analysis

Mean, standard deviations, and correlation among the variables under study have been mentioned in Table 3. The correlation analysis shows that autonomy-supportive advertisements ($r = 0.596$, $p < 0.01$), competence-supportive advertisements ($r = 0.561$, $p < 0.01$), and relatedness-supportive advertisements ($r = 0.660$, $p < 0.01$) have significant correlation with consumer's brand passion. Similarly, brand passion ($r = 0.614$, $p < 0.01$) is significantly correlated with the BRM. Hence, overall our hypothesised model and data collected are sufficient to analyse the possible impact of autonomy, competence, and relatedness-supportive advertisements on consumers' BRM with the mediating effect of brand passion. Therefore, we ran an SEM to examine the hypotheses of the study.

Table 3 Mean, standard deviation, and correlation between the measured variables

	Variables	M	SD	1	2	3	4	5
1	Autonomy-supportive advertisement appeals	3.67	0.97	1	0.673**	0.717**	0.596**	0.565**
2	Competence-supportive advertisement appeals	3.57	1.10		1	0.638**	0.561**	0.596**
3	Relatedness-supportive advertisement appeals	3.62	1.00			1	0.660**	0.599**
4	Brand passion	3.36	0.99				1	0.614**
5	Brand resurrection movements	3.31	0.98					1

M: mean; SD: standard deviation.

**$p < 0.01$.

4.4 Structural equation modelling (SEM)

We used AMOS 24 to run an SEM with a maximum-likelihood method to test our hypotheses. The estimated model fit the data extremely well: X^2/df = [498.732], CFI = [0.905], NFI = [0.853], TLI = [0.89], GFI = [0.801], SRMR = [0.068], RMSEA = [0.084]. The hypotheses were tested and supported on the basis of standardised estimates. According to our first hypothesis, brand passion has a positive and significant impact on the customers' participation in BRM. Our data strongly support this hypothesis ($\beta = 0.673$***, $p < 0.001$). Similarly, the data support our second hypothesis, which states that advertisements that promote autonomy have a significant and positive impact on customers' brand passion ($\beta = 0.179$*, $p < 0.05$). Our third hypothesis, which proposed that competence-supportive ads have a positive and significant impact on customers' brand passion, was also supported by the data ($\beta = 0.151$*, $p < 0.05$). The data strongly supported our fourth hypothesis, that relatedness-supportive ads have a positive and significant impact on customers' brand passion ($\beta = 0.417$***, $p < 0.001$). Our findings suggest that ads that support customers' ACR have a significant impact on customers' brand passion. However, relatedness-supportive ads have a greater impact than autonomy and competence-supportive ads. Putting it all together, the data collected strongly supported our conceptual framework (see Table 4).

Table 4 Structural equation modelling

H	Proposed relationship	β	t-value
H1	Brand passion → brand resurrection movements	0.673***	11.332
H2	Autonomy-supportive advertisement appeals → brand passion	0.179*	2.289
H3	Competence-supportive advertisement appeals → brand passion	0.151*	2.417
H4	Relatedness-supportive advertisement appeals → brand passion	0.417***	5.744

***$p < 0.001$; *$p < 0.05$.

4.5 Test of moderation

Gender was tested as a moderator in the relationship between customers' ACR-supportive ads and brand passion. We used the multigroup analysis technique to achieve this goal (Gaskin and Lim, 2018). Hypothesis H5a proposed that gender significantly

moderates the relationship between autonomy-supportive ads and brand passion. The results show that gender does not significantly moderate the relationship between these two variables as there is not any significant difference between the betas of males ($\beta = 0.127$, p = ns) and females (($\beta = 0.197$, p = ns) respondents. Hypothesis H5b proposed that gender significantly moderates the relationship between competence-supportive ads and brand passion. This hypothesis was supported by the data as the results show that the impact of competence-supportive ads on brand passion was only significant for female respondents ($\beta = 0.266*$, $p < 0.05$) and was insignificant for male respondents ($\beta = 0.129*$, $p < 0.100$). Hypothesis H5c proposed that gender significantly moderates the relationship between relatedness-supportive ads and brand passion. Our data supported this hypothesis, as the impact of relatedness-supportive ads on brand passion was significantly greater for males ($\beta = 0.503*$, $p < 0.001$) than for females ($\beta = 0.303*$, $p < 0.001$). For detailed results see Table 5.

Table 5   Multigroup modelling

Relationship	β (Male)	β (Female)
Autonomy-supportive advertisement appeals → brand passion	0.127	0.197
Competence-supportive advertisement appeals → brand passion	0.129	0.266*
Relatedness-supportive advertisement appeals → brand passion	0.502***	0.303***

***$p < 0.001$; *$p < 0.05$.

5   Discussion

The current study looked at how customers' brand passion affected their participation in the BRM. In addition, this paper attempted to investigate the impact of ACR needs satisfaction through advertisements on brand passion through the lens of BPNT (Deci and Ryan, 1980). Eventually, this study explored whether brand passion mediates the relationship between ACR-supportive advertisements and customer participation in the BRM. Moreover, the moderating effect of gender was also investigated on the relationship between ACR-supportive advertisements and brand passion.

Our research has made numerous contributions to the field of marketing in general and brand management in particular. First, it suggests to marketers that advertisements that satisfy psychological needs, particularly those that satisfy relatedness needs, can generate brand passion among customers. Secondly, it also suggests that brand passion can lead customers toward participation in BRM. Thirdly, this study also helps marketers in creating relevant and specific advertisements for males and females. For example, the current study reveals that the relationship between competence-supportive ads and brand passion is significant for females only. While gender when the purpose of a marketer is to enhance brand passion among customers through autonomy-supportive ads or relatedness-supportive ads, then gender would not need to be considered. So, marketers while promoting female brands need to design their advertisements in a way that satisfies female competence needs and they should not focus on satisfying this need while promoting a male brand. Finally, somehow or other this study also suggests that by satisfying basic psychological needs, ultimately marketers can enhance customers' participation in the BRM by creating brand passion among them.

Our first hypothesis assessment suggested that brand passion positively affects the consumers' participation in BRM. This relationship can be attributed to the consumers' strong relationship with the brand (Muniz and Schau, 2005; Schouten and McAlexander, 1995). Hence, when the consumers' *beloved* brand is not available in the market, they can push the managers and the relevant companies to re-launce the defunct brand again in the market (Davari et al., 2017).

Similarly, the findings associated with our second hypothesis revealed that autonomy-supportive ads have a significant impact on consumers' brand passion. Our findings are consistent with BPNT which states that consumers' autonomy needs satisfaction to enhance their inclination towards the activity that provides such autonomy (Deci and Ryan, 1980, 2000a). More specifically, the findings support Thomson (2006) which posits that when a particular brand satisfies consumers' autonomy needs, consumers feel attracted to that brand. This link can be a result of positive emotional arousal after the satisfaction of autonomy needs (Ryan and Lynch, 1989). The findings of the second hypothesis are also consistent with Gilal et al. (2019), which suggests that nostalgic ads can enhance consumers' participation in BRM activities by letting them execute their freedom of choice. Our findings have also made some similar claims; autonomy needs supportive ads that can indirectly increase consumers' engagement in BRM activities by stimulating brand passion among them.

The third hypothesis was also supported by the empirical analysis. The findings revealed that competence-supportive ads have a significant impact on consumers' brand passion. The findings are consistent with some prior studies (La Guardia and Patrick, 2008; Porksch et al., 2015; Thomson, 2006) which suggest that the sense of feeling competent strengthens the bond between the consumer and the brand. Moreover, the findings are also in compliance with SDT which argues that a sense of competency can instigate consumers' participation in different activities. Similarly, the findings of Hseih and Cheng (2016) have also been confirmed by the current study that feeling competent with brand usage can force customers for participating in brand-related activities. The current study had some twisted results that competence need satisfaction do affect consumers' participation in BRM activities but through the mediating role of the brand

Likewise, our findings also showed that relatedness-supportive ads have a significant impact on consumers' brand passion. The findings are consistent with the prior studies (Gilal et al., 2020a; Kim and Drumwright, 2016) which suggest that relatedness needs satisfaction can enhance consumers' brand-related emotions. The analysis also showed that comparative relatedness-supportive ads have a more significant impact on consumers' brand passion than autonomy-supportive ads and competence-supportive ads. Moreover, the current study findings also confirmed the results of Gilal et al. (2020b) where it was claimed that relatedness needs satisfaction can instigate consumers for bringing back dead brands into the market. And so does our study claims that relatedness needs satisfying ads that can enhance consumers' participation in BRM activities through brand passion.

Finally, the fifth hypothesis was meant to test the moderation effect of gender on the relationship between ACR-supportive ads and brand passion. Our findings partially support this hypothesis, as the gender moderation effect for the relationship between autonomy-supportive ads and brand passion was not significant. According to the multigroup modelling results, the effect of competence-supportive ads on brand passion is significant for female customers, whereas the effect of relatedness-supportive ads on brand passion is stronger for males than for female customers. As a result, the findings

support the gender schema theory and some prior (Buentello et al., 2022; Fan et al., 2022; Whipple and McManamon, 2002) studies that argue females are more attached to brands than males and are more influenced by advertisements than males.

6 Theoretical and practical contributions

This paper has important theoretical and practical implications. First, it lends support to the BPNT (Deci and Ryan, 1980), which states that human behaviour is shaped by inborn psychological needs, and thus our study suggests that consumers' passion for a brand is driven by the fulfilment of their basic psychological needs for ACR. It also supports a study (Ahn, 2019) that asserts that satisfaction with autonomy and relatedness needs leads to a resort customer's revisit intention and positive word of mouth, resulting in brand loyalty. The study of Proksch et al. (2015) is also supported by this research which posits that competence needs satisfaction creates brand attachment among customers. This study is also in compliance with the findings of Gilal et al. (2019a), which argue that brand passion can be created among customers via the fulfilment of relatedness needs. Hence in this manner, both marketers and researchers can use this study in identifying the psychological antecedents of brand passion.

Our study also provides support to the gender schema theory. Our study in particular established that relatedness-supportive advertisements can increase brand passion among male customers more than female customers. Competence-supportive ads, on the other hand, appear to be more promising in increasing brand passion among female customers but not among male customers. Marketers can use the findings of this study to devise advertisements for gender-specific brands. Similarly, this research can help marketers gain a better understanding of the moderating effects of gender on the relationship between brand passion and its antecedents.

In addition to contributing to theory, the current study has numerous practical implications for managers. This study could help marketers in a variety of ways. Firstly, the study states that advertisements can enhance consumers' participation in the BRM, and this notion has also been endorsed by Gilal et al. (2019). The managers can either broadcast the same advertisements of defunct brands or they can broadcast the newer version of those advertisements for re-launching the brand. Moreover, they would know which type of advertisements (autonomy needs support, competence needs support or relatedness needs support) would be more effective in capturing consumers' minds. Secondly, the mediating effect of brand passion between basic psychological needs satisfying advertisements and BRM helps the managers while formulating the strategy for re-launching the defunct brand in the market. They can focus on creating brand passion among customers through advertisements as the current study suggests that basic psychological needs satisfying advertisements cannot directly enhance consumers' participation in BRM activities rather it can be done once the customers have the brand passion for the underlying dead brand. Finally, the study also suggests that gender does not moderate the relationship between autonomy-supportive ads and brand passion and the relationship between relatedness-supportive ads and brand passion. But gender does moderate the relationship between competence-supportive ads and brand passion. Hence the study suggests marketers that should take gender into consideration while creating advertisements for enhanced brand passion through competence-supportive ads as the

current study suggests that the relationship between competence-supportive ads and brand passion is significant for females and it is not significant for males.

7 Limitations and further research opportunities

Our study lays a foundation for future studies on the BRM and its antecedents. However, it has got some limitations and calls for some future research to answer those limitations. First of all, the theoretical framework did not try to investigate whether psychological need satisfaction has any direct impact on consumers' participation in the BRM. A study can be conducted to identify whether any such impact exists and whether that direct impact is stronger or weaker than the indirect impact through the mediating effect of brand passion. Secondly, we only tested the moderating effect of gender. A future study can be conducted to test the moderating effect of different age groups or generations. As our sample was comprised of millennials mainly, the results can be different for different generations. Then, the moderating effect of gender and generation can also be tested on the relationship between brand passion and BRMs. Putting it all together, this study has tried to investigate and study the antecedents of BRMs in one way. There can be many other antecedents of BRMs that can be identified and investigated in future studies. Furthermore, a study can be conducted to identify the consequences of BRMs to the best of our knowledge so a study has been undertaken up till now that has analysed or discussed the success or failure of BRMs.

Funding

Conflict of interest disclosure

The authors declare that there is no conflict of interest in this work.

References

Ahn, J. (2019) 'Role of harmonious and obsessive passions for autonomy, competence, and relatedness support with integrated resort experiences', *Current Issues in Tourism*, pp.1–14.

Almazyad, F., Shah, P. and Loiacono, E.T. (2023) 'Social media activism for resurrecting deleted brands: the role of consumers' psychological reactance', *Journal of Brand Management*, pp.1–14, https://doi.org/10.1057/s41262-022-00307-4

Ameen, N., Tarhini, A., Shah, M.H. and Nusair, K. (2021) 'A cross-cultural study of gender differences in omnichannel retailing contexts', *Journal of Retailing and Consumer Services*, Vol. 58, pp.10–22.

Atulkar, S. (2020) 'Brand trust and brand loyalty in mall shoppers', *Marketing Intelligence and Planning*, Vol. 38, No. 5, pp.559–572.

Bauer, H.H., Heinrich, D. and Martin, I. (2007) *How to Create High-Emotional Consumer-Brand Relationships? The Causalities of Brand Passion. Proceedings of the Australian and New Zealand Market Acad*, University of Otago, pp.2189–2198.

Baumeister, R.F. and Leary, M.R. (1995) 'The need to belong: desire for interpersonal attachments as a fundamental human motivation', *Psychological Bulletin*, Vol. 117, No. 3, pp.497–529.

Bhalla, S. and Pathak, M. (2023) 'Demystifying brand love for luxury cars: testing the moderating impact of emotional stability', *Journal of Promotion Management*, pp.1–31, https://doi.org/10.1080/10496491.2023.2165213

Brehm, J.W. (1966) *A Theory of Psychological Reactance*, Academic Press, New York, NY.

Brown, S., Kozinets, R.V. and Sherry Jr, J.F. (2003) 'Teaching old brands new tricks: retro branding and the revival of brand meaning', *Journal of Marketing*, Vol. 67, No. 3, pp.19–33.

Buentello, D.A., Bardey, A. and Rogaten, J. (2022) 'Beyond the gender dichotomy in fashion: exploring the factors involved in cross-sexual fashion consumer behaviour for cisgender women', *Journal of Fashion Marketing and Management: An International Journal*, pp.1–13, https://doi.org/10.1108/JFMM-03-2022-0047

Das, G., Agarwal, J., Malhotra, N.K. and 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*, Vol. 95, pp.479–490.

Davari, A., Iyer, P. and Guzmán, F. (2017) 'Determinants of brand resurrection movements: why consumers want dead brands back?', *European Journal of Marketing*, Vol. 51, Nos. 11–12, pp.1896–1917.

Davies, M.F. (1996) 'EPQ correlates of love styles', *Personality and Individual Differences*, Vol. 20, No. 2, pp.257–259.

Davvetas, V. and Diamantopoulos, A. (2016) 'How product category shapes preferences toward global and local brands: a schema theory perspective', *Journal of International Marketing*, Vol. 24, No. 4, pp.61–81.

Deci, E.L. and Ryan, R.M. (1980) 'Self-determination theory: when mind mediates behavior', *The Journal of Mind and Behavior*, Vol. 1, No. 1, pp.33–43.

Deci, E.L. and Ryan, R.M. (2000a) 'Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being', *American Psychologist*, Vol. 55, No. 1, pp.68–78.

Deci, E.L. and Ryan, R.M. (2000b) 'Intrinsic and extrinsic motivations: classic definitions and new directions', *Contemporary Educational Psychology*, Vol. 25, No. 1, pp.54–67.

Dion, D. and Mazzalovo, G. (2016) 'Reviving sleeping beauty brands by rearticulating brand heritage', *Journal of Business Research*, Vol. 69, No. 12, pp.5894–5900.

Drnovsek, M., Cardon, M.S. and Murnieks, C.Y. (2009) 'Collective passion in entrepreneurial teams', *Understanding the Entrepreneurial Mind*, Springer, New York, NY, pp.191–215.

Duggan, M., Ellison, N., Lampe, C., Lenhart, A. and Madden, M. (2015) *Social Media Update (2014)* Pew Research center. Available at www.pewin terne t.org/2015/01/09/socia l-media – updat e-2014/ (Accessed 26 May, 2018).

Ewing, M.T., Jevons, C.P. and Khalil, E.L. (2009) 'Brand death: a developmental model of senescence', *Journal of Business Research*, Vol. 62, No. 3, pp.332–338.

Fabrigar, L.R., Wegener, D.T., MacCallum, R.C. and Strahan, E.J. (1999) 'Evaluating the use of exploratory factor analysis in psychological research', *Psychological Methods*, Vol. 4, No. 3, pp.229–272.

Fan, M., Khalique, A., Qalati, S.A., Gillal, F.G. and Gillal, R.G. (2022) 'Antecedents of sustainable e-waste disposal behavior: the moderating role of gender', *Environmental Science and Pollution Research*, Vol. 29, No. 14, pp.20878–20891.

Gaskin, J. and Lim, J. (2018) *Multigroup Analysis*, AMOS Plugin, Gaskination's StatWiki.

Gilal, F.G., Paul, J., Gilal, N.G. and Gilal, R.G. (2020a) 'Celebrity endorsement and brand passion among air travelers: theory and evidence', *International Journal of Hospitality Management*, pp.10–23.

Gilal, N.G., Zhang, J., Gilal, F.G. and Gilal, R.G. (2020b) 'Bygone days and memories: the effects of nostalgic ads on consumer brand resurrection movements', *Journal of Brand Management*, Vol. 27, pp.160–180.

Gilal, N.G., Gilal, F.G., Zhang, J., Gilal, R.G., Gong, Z. and Gilal, W.G. (2020b) 'The role of endorsers in bringing defunct brands back to life: theory and evidence', *Journal of Product and Brand Management*, Vol. 30, No. 5, pp.671–690.

Gilal, F.G., Chandani, K., Gilal, R.G., Gilal, N.G., Gilal, W.G. and Channa, N.A. (2020c) 'Towards a new model for green consumer behaviour: a self-determination theory perspective', *Sustainable Development*, Vol. 28, No. 4, pp.711–722.

Gilal, F.G., Paul, J., Gilal, N.G. and Gilal, R.G. (2021) 'Strategic CSR-brand fit and customers' brand passion: Theoretical extension and analysis. *Psychology and Marketing*, Vol. 38, No. 5, pp.759–773.

Gilal, F.G., Gilal, N.G., Shahid, S., Gilal, R.G. and Shah, S.M.M. (2022a) 'The role of product design in shaping masstige brand passion: a masstige theory perspective', *Journal of Business Research*, Vol. 152, pp.487–504.

Gilal, F.G., Memon, A.A., Gilal, N.G., Gilal, R.G. and Memon, A.A. (2022b) 'Enhancing service brand passion through self-congruity: the moderating role of gender and age', *Central European Management Journal*, Vol. 30, No. 1, pp.83–102.

Gilal, F.G., Zhang, J., Gilal, N.G. and Gilal, R.G. (2018a) 'Integrating self-determined needs into the relationship among product design, willingness-to-pay a premium, and word-of-mouth: a cross-cultural gender-specific study', *Psychology Research and Behavior Management*, Vol. 11, pp.227–241.

Gilal, F.G., Zhang, J., Gilal, R.G. and Gilal, N.G. (2018b) 'Linking motivational regulation to brand passion in a moderated model of customer gender and age: an organismic integration theory perspective', *Review of Managerial Science*, pp.1–27–241.

Gilal, F.G., Zhang, J., Paul, J. and Gilal, N.G. (2019a) 'The role of self-determination theory in marketing science: an integrative review and agenda for research', *European Management Journal*, Vol. 37, No. 1, pp.29–44.

Gilal, F.G., Zhang, J., Gilal, N.G. and Gilal, R.G. (2019b) 'Linking self-determined needs and word of mouth to consumer e-waste disposal behaviour: a test of basic psychological needs theory', *Journal of Consumer Behaviour*, Vol. 18, No. 1, pp.12–24.

Gilal, R.G., Gilal, N.G., Gilal, F.G. and Gong, Z. (2022) 'The role of nostalgic brand positioning in capturing brand equity: theoretical extension and analysis', *International Journal of Consumer Studies*, Vol. 46, No. 1, pp.161–181.

Haig, M. (2003) *Brand Failures*, Kogan Page, London.

Hair, J.F., Anderson, R.E., Tatham, R.L. and Black, W.C. (1998) *Multivariate Data Analysis*, Prentice Hall, Upper Saddle River, NJ, p.730.

Hsieh, S.H. and Chang, A. (2016) 'The psychological mechanism of brand co-creation engagement', *Journal of Interactive Marketing*, Vol. 33, pp.13–26.

Ilhan, B.E., Kübler, R.V. and Pauwels, K.H. (2018) 'Battle of the brand fans: impact of brand attack and defense on social media', *Journal of Interactive Marketing*, Vol. 43, No. 1, pp.33–51.

Jamal, Y., Islam, T. and Shahid, Z.A. (2022) 'Understanding online shopping hate in social commerce context: antecedents and consequences of psychological reactance', *Kybernetes*, https://doi.org/10.1108/K-11-2021-1093

Kashdan, T.B., Mishra, A., Breen, W.E. and Froh, J.J. (2009) 'Gender differences in gratitude: examining appraisals, narratives, the willingness to express emotions, and changes in psychological needs', *Journal of Personality*, Vol. 77, No. 3, pp.691–730.

Keller, K.L. (1999) 'Managing brands for the long run: brand reinforcement and revitalization strategies', *California Management Review*, Vol. 41, No. 3, pp.102–124.

Kim, E. and Drumwright, M. (2016) 'Engaging consumers and building relationships in social media: how social relatedness influences intrinsic vs. extrinsic consumer motivation', *Computers in Human Behavior*, Vol. 63, pp.970–979.

Kim, J.H., Kim, M., Yoo, J. and Park, M. (2021) 'Consumer decision-making in a retail store: the role of mental imagery and gender difference', *International Journal of Retail and Distribution Management*, Vol. 49, No. 3, pp.421–445.

Kopalle, P.K., Kumar, V. and Subramaniam, M. (2020) 'How legacy firms can embrace the digital ecosystem via digital customer orientation', *Journal of the Academy of Marketing Science*, Vol. 48, pp.114–131.

La Guardia, J.G. and Patrick, H. (2008) 'Self-determination theory as a fundamental theory of close relationships', *Canadian Psychology/Psychologie Canadienne*, Vol. 49, No. 3, pp.201–213.

Lim, X.J., Cheah, J.H., Ng, S.I., Basha, N.K. and Liu, Y. (2021) 'Are men from mars, women from venus? Examining gender differences towards continuous use intention of branded apps', *Journal of Retailing and Consumer Services*, Vol. 60, pp.10–24.

Loroz, P.S. and Braig, B.M. (2015) 'Consumer attachments to human brands: the 'Oprah effect'', *Psychology and Marketing*, Vol. 32, No. 7, pp.751–763.

MacKenzie, S.B. and Podsakoff, P.M. (2012) 'Common method bias in marketing: causes, mechanisms, and procedural remedies', *Journal of Retailing*, Vol. 88, No. 4, pp.542–555.

Maduku, D.K., Mpinganjira, M., Rana, N.P., Thusi, P., Ledikwe, A. and Mkhize, N.H.B. (2023) 'Assessing customer passion, commitment, and word-of-mouth intentions in digital assistant usage: the moderating role of technology anxiety', *Journal of Retailing and Consumer Services*, Vol. 71, pp.10–32.

Merlo, E. and Perugini, M. (2015) 'The revival of fashion brands between marketing and history: the case of the Italian fashion company pucci', *Journal of Historical Research in Marketing*, Vol. 7, No. 1, pp.91–112.

Mishra, A.A. (2018) 'Consumer responses to brand deletion', *Journal of Brand Management*, Vol. 25, No. 2, pp.160–170.

Mukherjee, K. (2019) 'Social media marketing and customers' passion for brands. *Marketing Intelligence and Planning*, Vol. 38, No. 4, pp.509–522.

Muniz Jr., A.M. and Schau, H.J. (2005) 'Religiosity in the abandoned apple newton brand community', *Journal of Consumer Research*, Vol. 31, No. 4, pp.737–747.

O'Reilly, T. (2016) *Zombie Brands: Under the Influence*, Available at www.cbc.ca/radio/under thein fluence/zombi e-brand s-1.34010 76 (Accessed 12 June, 2018).

Proksch, M., Orth, U.R. and Cornwell, T.B. (2015) 'Competence enhancement and anticipated emotion as motivational drivers of brand attachment', *Psychology and Marketing*, Vol. 32, No. 9, pp.934–949.

Reed, D. (2006) 'Pan am about to make its final exit: it's taken 15 years to tie up defunct airlines' loose ends', *USA Today*, 31 October, p.1B.

Ryan, R.M. and Lynch, J.H. (1989) 'Emotional autonomy vs. detachment: revising the vicissitudes of adolescence and young adulthood', *Child Development*, Vol. 60, pp.340–356.

Schlossberg, M. (2015) *Zombie Retail Brands are Coming Back from the Dead*, Business Insider.

Schouten, J.W. and McAlexander, J.H. (1995) 'Subcultures of consumption: an ethnography of the new bikers', *Journal of Consumer Research*, Vol. 22, No. 1, pp.43–61.

Shah, P. (2017) 'Why do firms delete brands? Insights from a qualitative study', *Journal of Marketing Management*, Vol. 33, Nos. 5–6, pp.446–463.

Shiau, W.L., Sarstedt, M. and Hair, J.F. (2019) 'Internet research using partial least squares structural equation modeling (PLS-SEM)', *Internet Research*, Vol. 29, No. 3, pp.398–406.

Smith, A. (2016) *Dead Brands From the 90s Make a Comeback*, Available at http://money.cnn. com/gallery/news/companies/2015/12/08/90s-brand s-comeback/2.html (Accessed 20 June, 2018).

Sternberg, R.J. (1986) 'A triangular theory of love', *Psychological Review*, Vol. 93, No. 2, pp.119–135, And Susan Grajek.

Thomas, S. and Kohli, C. (2009) 'A brand is forever! A framework for revitalizing declining and dead brands', *Business Horizons*, Vol. 52, No. 4, pp.377–386.

Thomson, M. (2006) 'Human brands: investigating antecedents to consumers' strong attachments to celebrities*', Journal of Marketing*, Vol. 70, No. 3, pp.104–119.

Traupmann, J. and Hatfield, E. (1981) 'Love and its effect on mental and physical health', *Aging: Stability and Change in the Family*, pp.253–274.

Vallerand R. and Houlfort, N. (2003) 'Passion at work: toward a new conceptualization', in Gilliland, W., Steiner, D. and Skarlicki, D. (Eds.): *Emerging Perspectives on Values in Organizations*, Information Age Publishing, Greenwich Village, CT, pp.175–204.

Van den Broeck, A., Vansteenkiste, M., De Witte, H., Soenens, B. and Lens, W. (2010) 'Capturing autonomy, competence, and relatedness at work: construction and initial validation of the work-related basic need satisfaction scale', *Journal of Occupational and Organizational Psychology*, Vol. 83, No. 4, pp.981–1002.

Volpert, J. and Michel, G. (2022) 'Brand resurrections: how past and present narrations impact consumer reactions towards resurrected utilitarian brands', *Journal of Business Research*, Vol. 153, pp.479–493.

Wang, X., Ali, F., Tauni, M.Z., Zhang, Q. and Ahsan, T. (2022) 'Effects of hedonic shopping motivations and gender differences on compulsive online buyers', *Journal of Marketing Theory and Practice*, Vol. 30, No. 1, pp.120–135.

White, R.W. (1959) 'Motivation reconsidered: the concept of competence', *Psychological Review*, Vol. 66, No. 5, pp.297–333.

Yuan, L. and Dennis, A.R. (2019) 'Acting like humans? Anthropomorphism and consumer's willingness to pay in electronic commerce*', Journal of Management Information Systems*, Vol. 36, No. 2, pp.450–477.

Bibliography

Albert, N., Merunka, D. and Valette-Florence, P. (2013) 'Brand passion: antecedents and consequences', *Journal of Business Research*, Vol. 66, No. 7, pp.904–909.

Back, K.J., Lee, C.K. and Stinchfield, R. (2011) 'Gambling motivation and passion: a comparison study of recreational and pathological gamblers', *Journal of Gambling Studies*, Vol. 27, No. 3, pp.355–370.

Bowlby, J. (1979) *The Making and Breaking of Affectional Bonds*, Tavistock Publications, London.

Boyd, J.H. and Weissman, M.M. (1981) 'Epidemiology of affective disorders: a re-examination of future directions', *Archives of General Psychiatry*, Vol. 38, pp.1039–1046.

D'lima, C. (2018) 'Brand passion and its implication on consumer behaviour', *Int. J. Business Forecasting and Marketing Intelligence*, Vol. 4, No. 1, pp.30–42.

Goodenow, C. (1993) 'Classroom belonging among early adolescent students: relationships to motivation and achievement', *The Journal of Early Adolescence*, Vol. 13, No. 1, pp.21–43.

Matzler, K., Pichler, E.A. and Hemetsberger, A. (2007) 'Who is spreading the word? The positive influence of extraversion on consumer passion and brand evangelism', *Marketing Theory and Applications*, Vol. 18, No. 1, pp.25–32.

Novak, M. (2015) *Pepsi Will Release a Limited Ed. Back to the Future Bottle*, Pepsi Perfect.

Pan Am corporation company profile: History (n.d.), *Hoover's*, Retrieved 10 November, 2007, from http://www.hoovers.com

Swimberghe, K.R., Astakhova, M. and Wooldridge, B.R. (2014) 'A new dualistic approach to brand passion: harmonious and obsessive', *Journal of Business Research*, Vol. 67, No. 12, pp.2657–2665.

Tamborini, R., Grizzard, M., David Bowman, N., Reinecke, L., Lewis, R.J. and Eden, A. (2011) 'Media enjoyment as need satisfaction: the contribution of hedonic and non-hedonic needs', *Journal of Communication*, Vol. 61, No. 6, pp.1025–1042.

Temprano-García, V., Rodríguez-Escudero, A.I. and Rodríguez-Pinto, J. (2018) 'Brand deletion: how the decision-making approach affects deletion success', *BRQ Business Research Quarterly*, Vol. 21, No. 2, pp.69–83.

Walker, R. (2008) 'Can a dead brand live again?', *The New York Times*, Available at www. nytimes.com/2008/05/18/magazine/18rebranding-t.html?ref=magazine (Accessed 12 June, 2018).

Wang, C.C. and Yang, H.W. (2006) 'Passion and dependency on online shopping activities', *CyberPsychology and Behavior*, Vol. 10, No. 2, pp.296–298.