

ปัจจัยแห่งความรักต่อแบรนด์เครื่องแต่งกายกีฬา: ศึกษาบทบาทของการโปรโมทโดยคนดัง การตลาดเชิง
ประสบการณ์ และคุณค่าที่ผู้บริโภครับรู้ในกลุ่มเจนเนอเรชันวายในประเทศไทย

DETERMINANTS OF BRAND LOVE FOR SPORT APPAREL: A STUDY OF CELEBRITY
ENDORSEMENT, EXPERIENTIAL MARKETING, AND PERCEIVED VALUE AMONG THAILAND'S
GENERATION Y

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บทคัดย่อ

อุตสาหกรรมเครื่องแต่งกายกีฬาในประเทศไทยมีการเติบโตอย่างรวดเร็ว โดยเฉพาะในกลุ่มผู้บริโภคเจนเนอเรชันวายที่นำเสื้อผ้ากีฬามาเป็นส่วนหนึ่งของวิถีชีวิตและการแสดงอัตลักษณ์ งานวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาผลของการรับรองโดยคนดัง การตลาดเชิงประสบการณ์ และคุณค่าที่ผู้บริโภครับรู้ที่มีต่อความรักที่มีต่อแบรนด์ รวมถึงการระบุปัจจัยที่มีอิทธิพลสำคัญที่สุด และให้ข้อเสนอแนะเชิงปฏิบัติ ข้อมูลได้จากผู้ตอบแบบสอบถามออนไลน์ที่ใช้ได้จำนวน 252 คน และวิเคราะห์ด้วยการถดถอยเชิงเส้นแบบพหุ โหมดสามารถอธิบายความแปรปรวนของความรักที่มีต่อแบรนด์ได้ร้อยละ 54 ผลการวิจัยพบว่า คุณค่าด้านอารมณ์ คุณค่าด้านคุณภาพ และประสบการณ์ด้านการกระทำ เป็นตัวแปรที่ส่งผลเชิงบวกสูงสุดต่อความรักที่มีต่อแบรนด์ ผลลัพธ์สะท้อนว่าผู้บริโภคเจนเนอเรชันวายให้ความสำคัญกับความพึงพอใจทางอารมณ์ คุณภาพของสินค้า และการมีส่วนร่วม มากกว่าปัจจัยด้านราคา งานวิจัยนี้สรุปว่า แบรนด์เครื่องแต่งกายกีฬาคควรมุ่งเน้นกลยุทธ์ที่ส่งมอบคุณค่าเชิงอารมณ์และประสบการณ์ที่เหนือกว่า ควบคู่กับการรักษาคุณภาพสินค้า เพื่อสร้างความรักที่ยั่งยืนต่อแบรนด์และเพิ่มความสามารถในการแข่งขันในตลาดไทยที่มีพลวัตสูง

คำสำคัญ: ความรักที่มีต่อแบรนด์, การโปรโมทโดยคนดัง, การตลาดเชิงประสบการณ์, คุณค่าที่ผู้บริโภครับรู้

ABSTRACT

The sport apparel industry in Thailand has grown rapidly, particularly among Generation Y consumers who incorporate sportswear into their lifestyle and identity expression. This study aimed to examine the effects of celebrity endorsement, experiential marketing, and perceived value on brand love, to identify the most influential factors, and to provide practical recommendations. Data were obtained from 252 valid respondents via an online survey and analyzed using multiple linear regression. The model explained 54% of the variance in brand love. The results indicated that emotional value, quality value, and act experience exerted the strongest positive effects on brand love. The findings suggest that Generation Y consumers place greater emphasis on emotional gratification, product quality, and active participation than on price-related considerations. The study concludes that sport apparel brands should prioritize strategies that deliver superior emotional and experiential value while maintaining consistent product quality in order to foster sustainable brand love and enhance competitiveness in Thailand's highly dynamic market.

Keywords: Brand Love, Celebrity Endorsement, Experiential Marketing, Perceived Value

INTRODUCTION

The sport apparel industry has experienced rapid growth worldwide, driven by consumers' increasing health awareness, fitness participation, and the adoption of sportswear as part of everyday lifestyle. In Thailand, this trend is particularly pronounced among Generation Y, who commonly defined as individuals born between 1981 and 1996 and are not only brand conscious but also integrate sportswear into their self-expression and daily routines. The growth of sport apparel industry has created both opportunities and challenges for marketers, as consumers now expect more than just functional products; they seek meaningful brand relationships that align with their values and lifestyle choices.

In this context, brand love has emerged as a central construct in understanding long-term consumer-brand engagement. Defined as a deep emotional connection beyond satisfaction, brand love encompasses passion, attachment, and loyalty toward a brand (Carroll & Ahuvia, 2006; Albert & Merunka, 2013). While brand loyalty reflects behavioral commitment and repeated purchase behavior, brand love represents a more affective and emotional bond that precedes and strengthens loyalty outcomes. Research indicates that when consumers develop strong brand love, they are more likely to demonstrate advocacy behaviors, word-of-mouth, and repurchase intentions (Loureiro et al., 2012; Ferreira et al., 2019). Recent studies further emphasize that emotional engagement and experiential value are critical drivers of brand relationships in lifestyle industries, particularly among younger consumers (Wallace et al., 2021; Rodrigues & Borges, 2020).

However, while the importance of brand love has been well-documented, its antecedents remain less explored in the sport apparel sector, especially in the Thai market.

Prior studies suggest that factors such as celebrity endorsement, experiential marketing, and perceived value play significant roles in fostering brand love. Celebrities enhance brand credibility and symbolic value, thereby strengthening consumers' emotional attachment (Hegner et al., 2017; Qayyum & Saeed, 2019). Experiential marketing generates memorable brand interactions, leading to stronger emotional bonds (Loureiro et al., 2017; Ferreira et al., 2019). Perceived value, encompassing both functional benefits and symbolic worth, has also been found to increase consumer loyalty and attachment (Rodrigues & Borges, 2020; Wallace et al., 2021). Nevertheless, few empirical studies have examined these factors together in the context of sport apparel, particularly in Southeast Asian markets.

Moreover, this study therefore aims to examine the combined effects of celebrity endorsement, experiential marketing, and perceived value on brand love among Generation Y sport apparel consumers in Thailand. By applying multiple linear regression, this research provides empirical evidence that advances theoretical understanding of brand love and offers practical insights for marketers seeking to build sustainable consumer relationships in a highly competitive and rapidly evolving sport apparel industry.

RESEARCH OBJECTIVES

1. To examine the effect of celebrity endorsement, experiential marketing, and perceived value on brand love toward sport apparel brands among Generation Y consumers in Thailand
2. To identify the most influential predictors of brand love among Generation Y consumers
3. To provide the recommendation factors for managerial insights sport apparel industry in Thailand

LITERATURE REVIEW

Brand love is recognized as a core driver of consumer-brand relationships, reflecting emotional attachment, passion, and long-term loyalty (Carroll & Ahuvia, 2006; Albert & Merunka, 2013). Unlike brand loyalty, which primarily reflects repeated purchase behavior, brand love captures a more affective and identity-based bond that strengthens long-term loyalty outcomes. In the sport apparel industry, where identity, lifestyle, and symbolic consumption strongly shape consumer choices, brand love is essential for achieving differentiation and sustainable loyalty (Pontinha & Vale, 2020; Islam & Rahman, 2017). Research shows that strong brand love enhances advocacy, word-of-mouth, and repeat purchases, positioning it as a strategic asset in highly competitive markets (Loureiro et al., 2017; Hegner et al., 2017). More recent studies further emphasize that authenticity, experiential engagement,

and self-congruity play significant roles in cultivating emotional bonds among younger consumers (Wallace et al., 2021; Iglesias et al., 2019). Furthermore, recent studies emphasize that authenticity, experiential value, and self-expression strengthen emotional bonds, particularly among younger consumers who integrate sport apparel into everyday identity (Wallace et al., 2021; Rodrigues & Borges, 2020). Therefore, cultivating brand love is not optional but a strategic imperative for sport apparel brands seeking long-term growth and consumer engagement.

Perceived value represents consumers' overall evaluation of a product based on the trade-off between perceived benefits and costs (Zeithaml, 1988). While the conceptual foundation remains relevant, **contemporary research conceptualizes perceived value as a multidimensional construct encompassing price value (PV1), quality value (PV2), social value (PV3), emotional value (PV4), and functional value (PV5) (Sweeney & Soutar, 2001; Rodrigues & Borges, 2020).** In the sport apparel context, perceived value extends beyond functional utility to include symbolic meaning and emotional satisfaction. Prior studies demonstrate that higher perceived value enhances affective attachment, thereby facilitating the development of brand love (Chaudhuri & Holbrook, 2001; Wallace et al., 2021). **Thus, perceived value is expected to exert a positive influence on brand love.**

Experiential marketing emphasizes the creation of memorable interactions through sensory, affective, cognitive, behavioral, and relational experiences (Schmitt, 1999). Its dimensions include sense experience (EM1), feel experience (EM2), think experience (EM3), act experience (EM4), and related experience (EM5). Although the foundational framework was introduced earlier, **recent empirical research confirms that immersive brand experiences significantly enhance emotional engagement and brand attachment in lifestyle industries (Iglesias et al., 2019; Wallace et al., 2021).** In sport apparel markets, experiential elements strengthen identity-based connections and symbolic value, which are critical drivers of brand love (Loureiro et al., 2017). **Accordingly, experiential marketing is hypothesized to positively influence brand love.**

Celebrity endorsement is a widely adopted marketing strategy that leverages attractiveness (CE1), trustworthiness (CE2), expertise (CE3), match-up (CE4), and influence (CE5) of public figures to influence consumer perceptions (Ohanian, 1990). In the sport apparel industry, celebrities, particularly athletes, serve as symbolic role models, enhancing credibility and emotional connection with the brand (Erdogan, 1999; Hegner et al., 2017). When consumers perceive alignment between the celebrity's image and the brand, endorsement effectiveness increases, strengthening brand attachment and fostering brand love (Qayyum & Saeed, 2019). Recent studies further suggest that the effectiveness of celebrity endorsement depends on perceived authenticity and relevance to consumer identity (Wallace et al., 2021). Research further

suggests that celebrity influence extends beyond awareness, shaping identity-based consumption and deepening consumer loyalty in lifestyle-oriented markets (Spry et al., 2011).

Based on the reviewed literature, perceived value, experiential marketing, and celebrity endorsement are hypothesized as significant antecedents of brand love. To empirically examine these relationships, this study applies multiple linear regression, enabling the assessment of the individual and combined effects of each independent variable (PV, EM, CE) on brand love (BL). This statistical approach is suitable for testing causal relationships, measuring predictive power, and identifying which factors most strongly foster emotional attachment toward sport apparel brands among Generation Y consumers in Thailand. Accordingly, the proposed regression model can be expressed as:

$$BL = \sum_{i=1}^5 \beta_{1i} PV_i + \sum_{i=1}^5 \beta_{2i} EM_i + \sum_{i=1}^5 \beta_{3i} CE_i$$

Moreover, the following hypotheses are formulated for statistical testing using Multiple Linear Regression:

$$H_0: \beta_{ji} = 0, i = 1, 2, \dots, 5, j = 1, 2, \dots, 5.$$

$$H_1: \text{At least } \beta_{ji} \neq 0, i = 1, 2, \dots, 5, j = 1, 2, \dots, 5$$

METHODOLOGY

1. Population and Sample

The study's sample consisted of Generation Y consumers in Thailand, defined as individuals born between 1981 and 1996, who actively purchase or use sport apparel brands. A purposive sampling technique was employed to ensure the inclusion of respondents meeting the required behavioral conditions.

Determination of the minimum sample size followed the guidelines of Hair et al. (2022), which recommend at least 10 observations per predictor variable in multiple regression analysis. Given the 15 independent indicators (PV1–PV5, EM1–EM5, CE1–CE5), the minimum required sample size was 150 respondents (Kock & Hadaya, 2018). To enhance statistical reliability and generalizability, a larger target sample size of not fewer than 250 respondents was established, exceeding the minimum threshold.

The final usable sample consisted of 252 respondents, which satisfies the recommended minimum and provides adequate statistical power for regression analysis.

2. Research Instruments

The research instrument employed in this study was a structured questionnaire developed based on established measurement scales from prior literature. Brand Love (BL) was adapted from Carroll and Ahuvia (2006). Perceived Value (PV1–PV5) was adapted from

Sweeney and Soutar (2001). Experiential Marketing (EM1–EM5) was based on Schmitt (1999) and Brakus et al. (2009). Celebrity Endorsement (CE1–CE5) was adapted from Ohanian (1990). The questionnaire was divided into four main sections. The first section contained screening questions to ensure that respondents met the inclusion criteria, namely being part of Generation Y and having prior experience with sport apparel brands. The second section measured the independent variables, including perceived value (PV), experiential marketing (EM), and celebrity endorsement (CE). Each construct was operationalized through five indicators: PV1–PV5, EM1–EM5, and CE1–CE5, using a seven-point Likert scale ranging from “strongly disagree” (1) to “strongly agree” (7). The third section measured the dependent variable, brand love (BL), adapted from validated scales in consumer–brand relationship research. The final section collected demographic information. Content validity was assessed by three academic experts in marketing research. A pilot test ($n = 30$) was conducted prior to full data collection. Cronbach’s alpha coefficients for all constructs exceeded the recommended threshold of 0.70, indicating satisfactory internal consistency reliability.

3. Data Collection

Data were collected using a self-administered online questionnaire distributed between January and February 2024. The survey link was disseminated through social media platforms widely used by Generation Y consumers in Thailand, including Facebook and Instagram, in order to reach respondents who are digitally active and aligned with the characteristics of the target population.

A purposive screening procedure was implemented to ensure that participants met the inclusion criteria. Respondents were required to (1) be born between 1981 and 1996 (Generation Y cohort), (2) have prior purchase or usage experience with sport apparel brands, (3) engage with sport apparel products at least once per year, and (4) have used or purchased sport apparel within the past six months. These criteria were designed to ensure that participants possessed relevant and recent consumption experience, thereby enhancing the validity of their responses.

The survey remained open for a period of four weeks. A total of 305 responses were initially received. After data screening for completeness, consistency, and eligibility, 252 usable responses were retained for statistical analysis, representing a usable response rate of 82.6 percent. This rate is considered acceptable and relatively high for online consumer surveys, supporting the adequacy of the dataset for subsequent regression analysis.

Participation in the study was voluntary and anonymous. Prior to responding, participants were informed about the research objectives and assured that their responses

would remain confidential and used solely for academic purposes. No personally identifiable information was collected.

4. Data Analysis

Data analysis was conducted in two stages. First, descriptive statistics, including frequency, percentage, mean, and standard deviation, were applied to summarize respondents' demographic characteristics and provide an overview of their purchasing and usage behavior in the sport apparel category. This ensured a comprehensive profile of the sample.

Second, multiple linear regression (MLR) was employed to examine the hypothesized relationships between the independent variables, perceived value (PV1–PV5), experiential marketing (EM1–EM5), and celebrity endorsement (CE1–CE5), and the dependent variable, brand love (BL). The regression analysis evaluated the statistical significance of each predictor and the overall explanatory power of the model through R^2 and Adjusted R^2 values. A significance level of 0.05 was adopted. Prior to hypothesis testing, key assumptions of multiple linear regression were examined. Multicollinearity was assessed using Variance Inflation Factor (VIF) values, all of which were below the threshold of 5. Normality of residuals was examined through normal probability plots, and homoscedasticity was assessed using residual scatterplots. No serious violations of regression assumptions were detected.

RESULTS

The sample consisted of 252 Generation Y consumers in Thailand. The demographic distribution, presented in Table 1, indicates a relatively balanced gender composition, with 52.38% male and 45.24% female respondents. The majority of participants held at least a bachelor's degree (56.35%), followed by graduate-level education (30.16%), reflecting a well-educated consumer group.

More than half of the respondents were government officers (51.98%), and monthly income levels were relatively diverse, with the largest group (29.37%) earning over 50,000 baht per month. Overall, the demographic profile suggests that the sample represents economically active and consumption-experienced Generation Y consumers in the Thai sport apparel market.

Table 1. Demographic Profile of Respondents

Demographic Variable	Category	Frequency(n)	Percentage (%)
Gender	Male	132	52.38
	Female	114	45.24
	Prefer not to say	6	2.38
Educational Background	Less than high school	5	1.98
	High school degree	15	5.95
	Some colleges, no degree	9	3.57
	Associate’s degree	5	1.98
	Bachelor’s degree	142	56.36
	Graduate degree	76	30.16
Occupation	Government officer	131	51.98
	Vendor	1	0.40
	Employee	70	27.78
	Freelance/Self-employed	50	19.84
Monthly Income	Less than 15,000 baht	13	5.16
	15,001 - 25,000 baht	43	17.06
	25,001 - 35,000 baht	52	20.63
	35,001 - 50,000 baht	51	20.24
	Over 50,000 baht	74	29.37
	Prefer not to say	19	7.54

Table 2. Regression Model Summary of Brand Love

	R ²	Adjusted R ²	S.E.
Brand Love	0.54	0.505	0.635

Table 3. Summary of the ANOVA

	Sum square	df	Mean square	F	Sig.
Regression	109.465	18	6.081	15.213	0.000
Residual	93.139	233	0.4		
Total	202.604	252			

Table 2 presents the regression model summary. The coefficient of determination (R²) was 0.54, indicating that 54% of the variance in brand love is explained by perceived value,

experiential marketing, and celebrity endorsement. The adjusted R^2 of 0.505 confirms the model's explanatory robustness after accounting for the number of predictors.

As shown in Table 3, the overall regression model was statistically significant ($F = 15.213$, $p < 0.001$), indicating that the set of independent variables jointly contributes to the prediction of brand love among Generation Y sport apparel consumers in Thailand. An R^2 value of 0.54 suggests moderate to substantial explanatory power in consumer behavior research contexts.

Table 4. Coefficient Table (B, S.E., T, Sig.) of PV, EM, CE on BL

Variables		β	SE	T value	P value
CE1	Attractiveness	0.099	0.046	2.155	0.032**
CE2	Trustworthiness	-0.028	0.067	0.416	0.678
CE3	Expertise	-0.226	0.060	3.734	0.000**
CE4	Match-up	0.077	0.066	1.157	0.249
CE5	Influence	0.057	0.055	1.035	0.302
EM1	Sense Experience	0.075	0.073	1.035	0.302
EM2	Feel Experience	0.141	0.055	2.557	0.011**
EM3	Think Experience	-0.077	0.081	0.961	0.338
EM4	Act Experience	0.170	0.056	3.050	0.003**
EM5	Relate Experience	0.127	0.057	2.213	0.028**
PV1	Price Value	0.115	0.059	1.943	0.053
PV2	Quality Value	0.175	0.066	2.668	0.008**
PV3	Social Value	0.073	0.048	1.526	0.128
PV4	Emotional Value	0.276	0.049	5.669	0.000**
PV5	Functional Value	0.133	0.052	2.545	0.012**

** - p -value < 0.05

The regression analysis examined the effects of CE, EM, and PV dimensions on brand love (BL). As presented in Table 4, several predictors were statistically significant. Within the CE construct, attractiveness (CE1; $\beta = 0.099$, $p = 0.032$) and expertise (CE3; $\beta = -0.226$, $p < 0.001$) significantly influenced brand love, while trustworthiness (CE2), match-up (CE4), and influence (CE5) were not significant predictors.

For EM, feel experience (EM2; $\beta = 0.141, p = 0.011$), act experience (EM4; $\beta = 0.170, p = 0.003$), and relate experience (EM5; $\beta = 0.127, p = 0.028$) were positively associated with brand love, whereas sense (EM1) and think experiences (EM3) showed no significant effects.

In terms of perceived value, quality value (PV2; $\beta = 0.175, p = 0.008$), emotional value (PV4; $\beta = 0.276, p < 0.001$), and functional value (PV5; $\beta = 0.133, p = 0.012$) emerged as significant predictors. Price value (PV1) was marginally significant ($p = 0.053$), while social value (PV3) was not significant. Overall, these results highlight that brand love is primarily driven by experiential and emotional dimensions of value, as well as selected attributes of celebrity endorsement and perceived value.

Based on the regression results, the significant predictors of brand love (BL) include attractiveness (CE1), expertise (CE3), feel experience (EM2), act experience (EM4), relate experience (EM5), quality value (PV2), emotional value (PV4), and functional value (PV5). Accordingly, the regression equation can be expressed as:

$$BL = 0.099(CE1) - 0.226(CE3) + 0.141(EM2) + 0.170(EM4) \\ + 0.127(EM5) + 0.175(PV2) + 0.276(PV4) + 0.133(PV5) + \varepsilon$$

DISCUSSION

The findings of this study provide empirical insight into the factors shaping brand love among Generation Y consumers in Thailand's sport apparel market. The results demonstrate that celebrity endorsement, experiential marketing, and perceived value collectively explain a substantial proportion of variance in brand love. More importantly, the analysis reveals that emotional and experiential dimensions play a more decisive role than purely economic considerations.

With respect to celebrity endorsement, attractiveness was positively associated with brand love, whereas expertise exhibited a significant negative effect. The positive role of attractiveness supports prior research emphasizing the symbolic and aspirational function of celebrities in lifestyle-oriented markets (Hegner et al., 2017). In the context of sport apparel, brands often operate not only as functional performance providers but also as identity markers. Attractive endorsers may therefore enhance symbolic meaning and reinforce consumers' self-expression.

The negative effect of expertise, however, represents a noteworthy finding. Traditional endorsement theory suggests that expertise enhances credibility and persuasive power. Yet, in the present context, the data indicate that excessive emphasis on technical competence may weaken emotional attachment. One possible explanation is that Generation Y consumers perceive sport apparel primarily as a lifestyle product rather than as specialized athletic equipment. When endorsers are positioned as overly professional or technically authoritative,

they may appear less relatable, thereby creating psychological distance. In identity-driven markets, relatability and authenticity may outweigh technical authority in fostering emotional bonds. This finding suggests that endorsement effectiveness is contingent upon product symbolism and consumer expectations.

Experiential marketing also emerged as a strong determinant of brand love. Specifically, feel, act, and relate experiences demonstrated significant positive effects, while purely sensory or cognitive stimulation did not. This pattern indicates that consumers value emotional engagement, participation, and social connection more than passive brand exposure. These results are consistent with experiential marketing theory (Schmitt, 1999) and subsequent empirical research demonstrating that affective and relational experiences deepen consumer–brand attachment (Loureiro et al., 2017; Wallace et al., 2021). In the Thai context, where social interaction and community engagement play an important cultural role, brand experiences that foster participation and belonging may be particularly influential.

Perceived value likewise demonstrated strong explanatory power, with emotional value emerging as the most influential predictor of brand love. Quality and functional value were also significant, whereas price value was only marginally significant. This finding suggests that Generation Y consumers in Thailand prioritize emotional gratification and product excellence over cost considerations when forming deep brand attachment. While classical value theory conceptualizes value as a trade-off between benefits and price (Zeithaml, 1988), the present results indicate that emotional and symbolic benefits are more critical in contemporary lifestyle markets. Emotional value appears to function as the primary pathway through which consumers develop enduring brand affection.

In conclusion, the results highlight that brand love in the sport apparel sector is largely driven by emotional resonance, experiential engagement, and perceived product excellence. For practitioners, this implies that strategies focusing solely on price promotions or technical specifications are unlikely to generate strong emotional bonds. Instead, brands should cultivate immersive experiences, reinforce product quality, and select endorsers who enhance symbolic appeal without undermining authenticity. By aligning marketing strategies with the emotional and identity-based motivations of Generation Y consumers, sport apparel brands can strengthen long-term consumer relationships in an increasingly competitive marketplace.

SUGGESTIONS FOR FUTURE RESEARCH

Although this study provides empirical evidence on the determinants of brand love in the Thai sport apparel market, several avenues for future research remain open.

First, the present study focused exclusively on Generation Y consumers. While this cohort represents a significant segment of the market, generational differences in values, digital engagement, and identity construction may influence the formation of brand love. Future

studies may extend the analysis to other cohorts, such as Generation Z or Generation X, in order to examine whether the relative importance of emotional value, experiential engagement, and celebrity endorsement varies across age groups. Comparative studies would contribute to a more nuanced understanding of generational consumption dynamics.

Second, the negative effect of celebrity expertise warrants deeper investigation. Qualitative approaches, such as in-depth interviews or focus groups, could provide insight into how consumers interpret expertise in the context of lifestyle brands. Experimental designs may also be employed to test whether different types of expertise communication—technical performance expertise versus lifestyle credibility—produce divergent effects on brand attachment. Such studies would help clarify the contextual conditions under which expertise enhances or diminishes brand love.

Third, this research employed a cross-sectional survey design, which limits the ability to infer causal relationships over time. Longitudinal studies could examine how brand love develops and evolves in response to repeated brand experiences, marketing campaigns, or changes in brand positioning. Understanding the temporal dynamics of brand love would offer valuable theoretical advancement in consumer–brand relationship research.

Finally, future research may incorporate additional variables that were not included in the present model. Constructs such as brand authenticity, social media engagement, sustainability orientation, or community identification may provide further explanatory power, particularly in markets where symbolic consumption and digital interaction play central roles. Expanding the model would contribute to a more comprehensive framework of brand love formation in lifestyle industries.

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