

## Brand Love Mediating the Relationship between Brand Experiences and Luxury Brand Emotional Attachment in Egypt

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### Abstract

This study explored the mediating function of brand love between brand experience and brand attachment in Egypt's luxury goods sector, projected to yield significant revenue by 2024. Despite its economic promise, the market lacks detailed insights into how emotional factors like brand love influence consumer relationships with luxury brands, particularly in non-Western contexts. Utilizing a quantitative approach, this research employed a cross-sectional survey of 440 luxury brand consumers to investigate these dynamics. The findings revealed that brand love significantly enhances the impact of brand experience on brand attachment, serving as a critical mediator. This suggests that emotional engagement is paramount in developing consumer loyalty in luxury markets. The study addressed a significant gap by providing a nuanced understanding of consumer-brand interactions in an emerging market, contributing original insights that could influence global marketing strategies and brand management practices. This research not only enriches academic discussions but also offers strategic implications for enhancing customer engagement in the luxury sector.

### Keywords

brand experiences, brand love, luxury brands, brand emotional attachment, lovemarks.

### Article history

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## **1. Introduction**

In the context of the globalized economy, luxury brands represent not only exceptional quality and visual excellence but also function as symbols of cultural and societal prestige. The luxury goods market in Egypt is projected to earn \$891.80 million in revenue by 2024 (Statista, 2024). This sector creates a dynamic and challenging environment for both commercial success and academic research. The dominant sector, Prestige Cosmetics & Fragrances, represents \$433.10 million of this market, highlighting the Egyptian consumers' strong preference for high-end personal items (Statista, 2024). Although the data show promise, there is still a significant lack of knowledge regarding how Egyptian customers develop emotional connections with luxury companies. This understanding is essential for building brand loyalty and ensuring continued market expansion. The existing body of literature comprehensively investigates the correlation between brand experience and customer loyalty in Western settings (Brakus et al., 2009; Zarantonello & Schmitt, 2013). Nevertheless, there is an absence of empirical research that precisely investigates the complex dynamics inside the Egyptian market. The concept of 'brand love', denoting a profound emotional bond that influences consumer behavior, has not been extensively examined within this geographical setting. (Bergkvist & Bech-Larsen, 2010; Carroll & Ahuvia, 2006).

The research conducted by Huaman-Ramirez and Merunka (2019) examined the influence of various dimensions of brand experience, including sensory, affective, intellectual, and behavioral aspects, on brand love. The study concentrated on specific product categories and did not consider the regional variations in consumer behavior. This remark is especially pertinent inside the Egyptian market. Ali and Enaba (2023) found a significant lack of research that primarily focuses on the luxury brand industry in Egypt. The significance of this gap lies in its failure to consider the distinct cultural, economic, and social factors that shape consumer behavior in developing countries. To fill this gap, directing research endeavors toward the Egyptian luxury market could yield crucial observations on consumer behavior specific to the region, hence improving the overall validity and practicality of brand love theories in other geographical settings. The absence of targeted studies on the Egyptian luxury market, as emphasized by Ali and Enaba (2003), also indicates a significant professional deficiency. Marketing professionals and brand managers frequently lack the empirical data required to customize their plans effectively for the Egyptian market. The lack of specific research hinders the development of well-informed and successful marketing strategies that align with the distinct preferences and expectations of luxury consumers in Egypt. By conducting further studies in this unexplored domain, experts can gain a deeper understanding of the factors that influence brand love and attachment in Egypt. This could result in more effective marketing strategies and increased brand loyalty in this promising yet demanding market.

This study seeks to fill these knowledge gaps by investigating the role of brand love as a mediator in the connection between brand experience and brand attachment among Egyptian consumers of luxury goods. An analysis of Egypt's cultural and economic landscape is essential due to its significant impact on consumer behavior in

diverse ways. The study employs a quantitative methodology to examine the relationships between these variables and to gain a thorough understanding of the factors that influence consumer loyalty in Egypt's luxury industry. The primary aims of this research are to determine the crucial components of brand experience that have the most significant impact on brand love, investigate the influence of brand love on brand attachment, and examine the potential for brand love to act as a mediator in the relationship between brand experience and brand attachment. Addressing these objectives will fill the gap concerning the lack of research by offering an in-depth understanding of the interactions between consumers and premium brands in a growing market. This research is significant because it not only adds to scholarly discussions but also offers valuable insights for strategic marketing tactics that might improve consumer engagement and loyalty in Egypt's luxury goods sector. This study seeks to provide strategic insights that can have a substantial impact on brand management practices in the Egyptian luxury market. By addressing the identified gaps, the study aims to promote stronger and more enduring consumer interactions.

## **2. Literature Review and Hypothesis Development**

### **2.1. Luxury Brand Sector in Egypt**

The luxury sector in Egypt was expected to generate a revenue of US\$891.80 million by 2024. This business is of great importance to the country's economy and serves as a significant subject for academic and commercial research (Statista, 2024). This sector, which includes many industries ranging from upscale real estate to high-end cosmetics, not only represents the wide range of socio-economic backgrounds in Egypt but also attracts international tourists who are drawn to the country's rich historical luxury traditions. The significance of this industry for research resides in its ever-changing characteristics and the distinctive consumer behaviors it encourages, which are essential for comprehending and forecasting trends in worldwide luxury markets. The Egyptian luxury market, known for its vibrant cultural context and economic importance, presents an ideal opportunity to examine how brand love influences the connection between brand experience and consumer attachment. This research can yield valuable insights that have the potential to impact both theory and practice in the management of luxury brands.

The historical record of society's upper class unveils the genetic foundation of opulence. Originally, opulence was present in religious temples, churches, pagodas, and Egyptian pyramidal tombs as sacrifices to the omnipotent deity and endeavors to obtain his favor by sacrificing wealth. Luxury eventually became the status emblem of all aristocratic civilizations (Kapferer, 2015). Furthermore, Okonkwo (2007) emphasizes that the notion of opulence and its correlation with outward appearance, aesthetics, and style gained prominence during this era of ancient Egyptian society. Ancient Egyptian culture extensively documented fashion and beauty as significant subjects (Delor, 2012). Dress, jewelry, hairdo, and aesthetic models served as the primary means of distinguishing and socially stratifying individuals in Egyptian

society for millennia. The art of ancient Egypt reveals the meticulous craftsmanship and significance of garments and adornments, including headgear, crowns, and jewelry, crafted from valuable metals like gold (Okonkwo, 2007). Typically, the upper classes establish the prevailing fashions, which are eventually imitated by the lower classes in terms of clothing and haircuts (Delor, 2012).

The ancient Egyptian Pharaohs adorned themselves with opulent attire created by the most skilled artists, jewelers, craftsmen, and designers of that era. Their fashion pieces, including footwear, were often crafted from solid gold and were meticulously fashioned using the highest quality materials. Clothing and appearance held significant importance in the community, particularly during religious and social festivals. This society was profoundly entrenched in tradition and religion (Okonkwo, 2007). Egyptian consumers buy worldwide luxury brands to gain social and psychological advantages. They desire branded items and experiences that surpass the mere functional attributes of the products. In addition, Egyptian consumers find value in the recognition of important individuals, self-assertion, adherence to social norms, status, and prestige. Egyptian customers are driven by economic factors such as the need for prestige, exclusivity, the snob effect, and the excessive display of money (El Din & El Sahn, 2013).

## **2.2. Luxury Brand Attachment**

Luxurious products have substantially influenced past eras' social and economic structure and continue to hold sway in contemporary society. The phrase is multifaceted since it comprises not only a product but also functions as a social and cultural indicator. The concept of luxury is derived from the Latin word "luxus," which denotes an abundance or opulence in one's way of life, or a display of wealth aimed at satisfying desires that surpass basic material needs (Cabigiosu, 2020). Stehr et al. (1968) defined luxury as any spending that is above what is necessary. Therefore, the concept of luxury is intrinsically linked to essential human needs, and a precise definition of luxury will vary depending on the time and society under consideration. The notion of "luxury" lacks a singular, immutable meaning. However, the manifestations and understandings of it differ depending on the particular context and era, as well as the perspective of the investigator. Defining luxury with precision is difficult because of its wandering and versatile nature. Throughout human civilization, luxury has assumed various forms and has consistently been associated with the categorization of individuals in society, the allocation of money, and other related challenges (Wang, 2022). Okonkwo (2007) argues that society perceives it as a symbol that has been continuously influenced by historical, social, traditional, religious, political, economic, psychological, and, more recently, technical developments in economies and governments. Like branding, it has evolved from ancient to contemporary times.

Historically, luxury brands originated as small artisan family-owned enterprises that prioritized the exceptional quality and aesthetic allure of their products. Currently, the luxury industry is primarily controlled by prominent and long-standing companies

like Mot Hennessy Louis Vuitton and the Gucci Group. These organizations utilize marketing techniques that specifically focus on the general population market (Kowalczyk & Mitchell, 2021). Consumers are naturally attracted to luxury brands because of their extensive brand history, visually appealing aesthetics, and exceptional craftsmanship. Kapferer (2015) argues in his book "Kapferer on Luxury" that the sale of aspirations characterizes the luxury industry and confronts a special problem in effectively controlling its growth. Is a decline in demand the fundamental cause of the problem? Contrary to commonly held beliefs, the issue stems from an excessive amount of demand. Throughout history, luxury has been a privilege limited to a select few, while for extraordinary individuals, it has been the norm. Currently, luxury commodities are in high demand and are the primary focus of consumers. High demand directly leads to an increase in volume. How can a corporation develop a clear and ambitious long-term plan and overcome limited resources? Some exclusive brands may choose to serve a restricted clientele. Their business approach will continue to rely on limited availability (Kapferer, 2015).

In the booming luxury industry of the Middle East, clients procure high-end items to display their wealth (Okonkwo, 2007) in a pursuit of personal uniqueness and the act of acquiring high-end products to highlight their social standing. Previous research indicates that individuals use luxury goods to express their identity, demonstrating their higher social status and bolstering their sense of self-value (Husain et al., 2021; Wang & Griskevicius, 2014). Beverland (2006) identified six essential characteristics that characterize luxury: a rich history and heritage, consistent and distinctive style, unshakable commitment to high quality, strong connection to a specific place, meticulous production process, and a focus on reducing commercial motivations. Furthermore, Ko et al. (2019) asserted that the evaluation of a luxury brand should be based on distinct attributes such as quality, authenticity, prestigious image, premium price, and resonance (Kowalczyk & Mitchell, 2021). Attachment refers to the interpersonal link that forms between individuals, in which humans establish emotional connections with one another, resulting in various types of attachments. When a customer incorporates an attachment object with their self-concept, it becomes connected to their own identity. This perspective on relationships diverges significantly from an attachment trait approach, which regards attachment as a distinct variable that characterizes an individual's consistent pattern of connection across relationships throughout time (Ulag et al., 2023).

There is a direct relationship between stronger emotional attachments and enhanced feelings of connection, affection, love, and desire. Bowlby (1979) proposed that the propensity to form deep emotional connections with others is an inherent and fundamental human need. This process begins in infancy with the bonding to one's mother and continues throughout adulthood within the framework of romantic relationships (Thomson et al., 2005). Park et al. (2010) suggested that brand attachment forms when a brand becomes firmly ingrained in the consumer's subconscious, creating a connection between the consumer's self-identity and the brand concept. A deep dedication to a brand typically results in the frequent elicitation of emotions, as emotions are an inherent component of the connection between the brand and the

individual, influenced by factors of prominence. Indeed, the emotional component of attachment has led to the development of a measurement for attachment that specifically emphasizes emotions. Fournier (1998) argues in her famous study on brand connections that brands actively participate as partners in relationships. Thus, a brand relationship can elicit intense emotions and establish deep emotional connections (Koskie & Locander, 2023).

According to Van Lange et al. (1997), the intensity of an emotional connection to an object can be associated with the level of commitment to the object, or the willingness to value the relationship over immediate personal benefits. A reliable measure of emotional attachment should be able to predict consumers' loyalty to a brand, including their willingness to pay a higher price to obtain it (Thomson et al., 2005). According to Shimul et al. (2019), luxury brand attachment refers to the emotional connection that develops between a customer and a luxury brand, resulting in strong emotions and feelings towards the brand. The predominant focus of the current study is on the utilization of the concepts of brand attachment and emotional attachment to assess consumers' inclination towards luxury brands. Nevertheless, there are other reasons to doubt the validity of employing general brand attachment measures in the context of luxury. The existing brand attachment assessments fail to adequately acknowledge the distinct context and underlying emotional components associated with the perception of luxury (Park et al., 2010; Pourazad & Pare, 2014; Shimul et al., 2019; Thomson et al., 2005).

### **2.3. Brand Experiences**

According to Brakus et al. (2009), brand experiences refer to the personal and internal responses of customers, including feelings, emotions, and ideas, as well as their following actions, which are triggered by stimuli related to a brand. The stimuli encompass various elements that constitute a brand, including its design, identity, packaging, messaging, and locations. Brand experiences encompass all the experiential factors that comprise the entirety of encounters with the brand. According to Carù and Cova (2003), client encounters can elicit emotions, stimulate imagination, and involve sensory aspects. As a result, these encounters can establish a lasting emotional connection with customers throughout the purchasing process. Schmitt (1999) categorizes encounters into five distinct groups: sense (pertaining to sensory perception), think (associated with intellectual processes), feel (related to emotional states), act (related to bodily experiences), and connect (concerning social identity experiences) (Beig & Nika, 2019). According to Ali and Enaba (2023), similar characteristics in brand experiences (intellective, sensory, and affective) are shared by the Lovemarks' drivers (mystery, sensuality, and intimacy):

- 1) Sensory experiences encompass the utilization of the five senses: sight, sound, touch feeling, smell, and taste.

- 2) Emotionally evocative experiences that elicit strong emotional responses and delve into the customer's emotions and innermost sensations.

3) Cognitive experiences are designed to engage the intellect by presenting problem-solving scenarios that foster creative thinking in clients.

4) Act experiences refer to physical bodily encounters, interactions, and lifestyle.

5) Related experiences pertain to social interactions that develop a bond between an individual and their ideal self, diverse cultures, or other individuals. As a result, it fosters a sense of belonging and collective identification among consumers.

The field of branding has extensively analyzed several notions such as brand trust, brand personality, brand equity, brand community, and brand attachment. It is imperative to recognize that brand experiences exert a significant impact on consumer satisfaction and loyalty, both directly and indirectly through the interactions between consumers and brands. This is due to its distinctive attributes and complex structure (Brakus et al., 2009). According to Sohaib et al. (2022), the number of brand experiences can differ depending on the level of customer engagement. Stimuli of a general nature can be categorized into four dimensions: intellectual, behavioral, sensory, and effective. The sensory elements of a brand can mold a customer's impression of their experience, which is impacted by interactions with taste, smell, visual, and other senses. Additionally, it might encompass emotional or sentiment-driven interactions (affective), customer behaviors resulting from product usage (behavioral), and a range of cognitive processes stemming from overall brand experiences (intellectual). Oliver (1999) propose that over time, customers form emotional attachments to brands, and these experiences remain in their memories, influencing their loyalty and satisfaction.

## **2.4. Brand Love**

In recent years, professionals and scholars have shown a growing interest in customers' love for brands, even though researchers have been investigating how consumers form positive or negative feelings towards brands for a long time (Batra et al., 2012). Ismail & Spinelli (2012). defines love as an individual's disposition towards a specific person, involving cognitive, emotional, and behavioral tendencies directed towards that person. Fournier (1998) states that love plays a significant role in the connection between customers and companies, and individuals express their affection in a self-oriented manner (Miwa et al., 2023). Research on interpersonal love (Fehr, 2006) suggests that brand love, as experienced by customers, is a multifaceted term that encompasses a range of thoughts, emotions, and behaviors that individuals construct in their minds (Batra et al., 2012).

The examination of love in marketing literature has primarily concentrated on Sternberg's three-point theory of love (Sternberg, 1986; Swimberghe, et al., 2014). The triangle theory of love suggests that love is comprised of three fundamental elements: intimacy, decision/commitment, and desire. The love theory posits that passion, as defined by Sternberg (1986), encompasses intense impulses that fuel romantic emotions, physical allure, sexual satisfaction, and other elements of affectionate connections (Swimberghe, et al., 2014). Brand love, as defined by Carroll and Ahuvia

(2006), is the degree of emotional connection that a consumer of content feels towards a particular brand. Based on recent research on the concept of brand love, it can be defined as a strong emotional bond with a brand, a positive evaluation of the brand, experiencing positive feelings when interacting with the brand, and openly expressing affection for the brand. Nevertheless, customers frequently use the term "love" in a casual manner when discussing commercial products. Hence, it is crucial to acknowledge that not all instances of brand devotion can be entirely equated to the more profound forms of personal emotion (Carroll & Ahuvia, 2006; Oliver, 1999; Shimp & Madden, 1988).

Albert et al. (2008) identified eleven essential elements that contribute to brand love: the amount of time spent in the relationship, self-congruity, dreams, memories, pleasure, attraction, uniqueness, beauty, trust, and affect statement. Rossiter (2012) opposes the suggestion made by Batra et al. (2012) to use a distinctive method for measuring brand affection. Batra et al. (2012) contend that there is a clear differentiation between the feelings linked to love and the real relationships that are established through love. Giovanis and Athanasopoulou (2018) propose that brand love, classified as a "love emotion", is transient and intermittent, whereas a "love relationship" has the potential to last for an extended duration. Brand love goes beyond simple fondness and involves integrating the brand into one's personal identity. The strong brand loyalty is shown in the seamless integration of the brand into one's personal identity and the customers' readiness to make substantial financial investments in the brand, even if it entails a higher price. As a result, the customer perceives the brand as extremely attractive and valuable.

Researchers suggest that brand love is strongly linked to customers' personal and social identities (Albert & Merunka, 2013; Batra et al., 2012; Yadav et al., 2023). According to Roberts (2005), brand love is influenced by three significant factors: mystery, sensuality, and intimacy. Cho (2011) defines mystery as the cognitive experiences that occur following a series of brand interactions. This process entails delving into the legendary attributes of a particular culture, deriving inspiration, and combining components from the past, present, and future. Outstanding brand tales can include positive ideals and unique traits that elicit favorable emotions and perceptions in consumers. Individual desires, goals, and motivating mindset, along with one's future opinion of a brand or organization, can result in the formation of powerful brand connections.

Sensuality refers to the pleasurable sensations that result from consumers' interactions with brands and their involvement of the five senses (Roberts, 2005). Sensuality permeates several aspects of life, including music, house design, color, and perfume. Schmitt and Simonson (1997) contend that customers' sensory brand experiences are essential in influencing their positive sentiments towards brands (Song et al., 2019). Intimacy pertains to the degree of emotional connection between consumers and brands. The views and preferences of customers, as well as their long-lasting devotion to a brand and active engagement with the company, collectively contribute to the formation of positive attitudes towards the brand. Psychology



researchers (Fournier, 1998; Sternberg, 1986, Shimp & Madden, 1988) highlighted the importance of proximity in the formation of favorable emotions. Brand love can be defined as the degree to which consumers feel a strong affection or emotional attachment towards a particular brand (Albert et al., 2008; Carroll & Ahuvia, 2006; Roberts, 2005; Song et al., 2019).

## **2.5. Lovemarks Theory and Brand Love**

Kevin Roberts, CEO of Saatchi and Saatchi, introduced the concept of "Lovemarks" to highlight the significance of emotions in understanding the emotional connection between luxury brands and their customers. His theory of consumer emotional attachment encompasses the notion of love and respect for brands. He defines the concept of Lovemarks as the amalgamation of associations that engender emotional attachment to specific brands. According to his reasoning, consumers are now driven by Lovemarks instead of brand loyalty. Lovemarks refer to the emotional connection that consumers have with products or services. However, his work does not offer a thorough categorization of brand association theory. According to Roberts (2006), Lovemarks are brands that people have an emotional attachment to and appreciate. This concept promotes a strong feeling of devotion that is deeply emotional and evokes intense passion. Lovemarks are built based on two essential foundations: brand love (such as mystery, sensuality, and intimacy) and brand respect (such as trust, reputation, and performance). The crucial differentiation between the two is the presence or absence of the formation of love (Roberts, 2005).

Kevin Roberts's perspective emphasizes that successful brands must possess qualities that inspire consumers to develop a deep emotional attachment, remain fiercely loyal, and prioritize them primarily. This is partly due to the brand's rich legacy and genuine authenticity (Pavel, 2013). His proposed solution to this challenge is to evoke a genuine sense of love and respect towards the product and/or brand owner in the minds of consumers. Roberts (2005) popularized the concept that emotions can turn brands into "lovemarks," which refers to brands that have emotions and a strong emotional connection with consumers, making them an integral part of their identity. Roberts (2005) examines brand love because of the combined effects of mystery, sensuality, and intimacy. This analysis considers brand love as a single concept rather than separate aspects, for various persuasive reasons. Essentially, this holistic method demonstrates how these aspects are interrelated and influence consumer views and emotional connections to businesses. Examining brand love as a holistic concept enables a thorough comprehension of how these components jointly contribute to the intensity and durability of brand affection. The inclusion of mystery creates an aura of fascination and inquisitiveness, while sensuality heightens the sensory perception, intensifying the emotional encounter.

Additionally, intimacy nurtures a deep personal bond, thereby enriching the brand relationship with greater significance. Roberts comprehensively encompasses the complete range of emotional involvement that might emerge from these coupled circumstances, providing a more comprehensive explanation of how profound,

emotional brand relationships are established. This technique also streamlines the conceptual model, enhancing its practical applicability in marketing strategies. By harnessing the synergy of these factors, it can yield greater effectiveness compared to tackling them individually (Roberts, 2005).

## **2.6. Hypotheses Development**

### **2.6.1. Relationship between Brand Experiences and Luxury Brand Emotional Attachment in Egypt.**

Zha et al. (2024) conducted a study that examined the impact of five sensory cues (visual, auditory, smell, sensual, and taste) on sensory brand experience, which in turn influences brand loyalty through customer satisfaction, brand attachment, and consumer lovemarks. The findings indicate that five sensory cues have a major impact on the sensory brand experience, which in turn contributes to customer satisfaction, brand attachment, and customer love marks. Furthermore, the study indicates that certain aspects of customer pleasure and brand attachment do not necessarily lead to brand loyalty. Additionally, the presence of employee empathy weakens the connection between sensory brand experience and customer lovemarks. According to the findings of Chen and Yang (2023), customers are more likely to form strong emotional connections with a company when they have positive experiences with its products and services. The company's capacity to deliver an exceptional customer experience fosters an emotional connection between the brand and the consumer, considering the attachment perspective. Consumers develop brand attachments by experiencing positive interactions, resulting in an emotional bond. The emotional bond between consumers and the brand's content influences their level of involvement and impacts their buying choices.

Consumers' brand attachment can be enhanced by engaging in multiple positive brand experiences, as stated by Huaman-Ramirez and Merunka (2019). Given that attachment formation is dependent on the interactions between individuals and objects (Baldwin et al., 1996), organizations seeking to evoke emotional responses from clients at various brand touchpoints should cultivate a strong emotional connection with them. In their study, Yuanita and Marsasi (2022) discovered a distinct and favorable association between brand experiences and the level of emotional connection individuals have with premium companies. The degree of consumers' emotional connection is closely correlated with the quality of their interactions with that specific brand, and the same idea holds true in the opposite direction. This finding is consistent with the studies undertaken by Kang et al. (2017) and Huaman-Ramirez & Merunka (2019), which show a significant association between brand experiences and brand attachment. One justification is that when buyers see luxury brand products as having a substantial influence on the overall shopping experience, they are more likely to choose these brands over other alternatives when purchasing fashion items. Kang et al. (2017) found that customer interactions with brand development have the potential to strengthen emotional ties by shaping their experiences. When individuals have a positive encounter with a brand or product, they are more likely to be interested in

contemporary trends from the brand and develop favorable connections with it. According to the previous research, the following hypothesis were formed:

**H1:** Brand experiences have a significant relationship with luxury brand emotional attachment in Egypt.

**H1a:** Intellectual brand experiences (mystery) have a significant relationship with luxury brand emotional attachment in Egypt.

**H1b:** Sensory brand experiences (sensuality) have a significant relationship with luxury brand emotional attachment in Egypt.

**H1c:** Affective brand experiences (intimacy) have a significant relationship with luxury brand emotional attachment in Egypt.

### **2.6.2. Relationship between Brand Experiences and Brand Love.**

Joshi and Garg (2020) stated that brand experiences usually arise after customers have utilized a product or service, and this can differ among various consumers (Holbrook & Hirschman, 1982). Consequently, the length of time over which the brand experience has been evaluated affects customers' perception of the brand. This phenomenon arises due to the brand-related knowledge (Ranaweera & Menon, 2013) and the level of satisfaction gained from the act of consumption. Studies have shown that a substantial level of brand exposure is required to develop a deep affection and devotion towards that brand (Karjaluoto et al., 2016). According to the previous research, the following hypotheses were formulated:

**H2:** Brand experiences have a significant relationship with brand love.

**H2a:** Intellectual brand experiences (mystery) have a significant relationship with brand love.

**H2b:** Sensory brand experiences (sensuality) have a significant relationship with brand love.

**H2c:** Affective brand experiences (intimacy) have a significant relationship with brand love.

### **2.6.3. Relationship between Brand love and Luxury Brand Emotional Attachment in Egypt.**

Thomson et al. (2005) identified three components of a higher-order emotional attachment construct in consumer research: connection, passion, and love. Hence, attachment serves as a manifestation of an emotional bond akin to love. Loureiro et al. (2012) argued that the intricacy of the construct prevents interpersonal love theory from fully capturing the various aspects of love. Carroll and Ahuvia (2006) identified five components of brand love based on the brand-consumer relationship paradigm: attachment, passion, positive evaluation of the brand, joyful emotional response to the brand, and a declaration of love. Albert et al. (2008) suggested two primary components of brand love: passion and affection, which are second-order dimensions, and idealization, intimacy, enjoyment, dream, memories, and uniqueness, which are first-order dimensions.

Babić-Hodović et al. (2022) present various techniques for examining and predicting the impact of brand love and attachment on consumer behavior. This complexity arises from the similarities between emotional attachment and brand love, making it challenging to gauge and anticipate consumer attitudes and actions. Thomson et al. (2005) developed a model of emotional brand loyalty that consisted of three key components: connection, passion, and affection. In contrast, Park et al. (2010) conducted a comparison between the connection between customers and brands and interpersonal attachment, characterizing the relationship as similar to that of humans. The assumption made is that emotional attachment to the brand and its visibility are indicators of these sentiments. However, they fail to acknowledge emotions as determinants of brand loyalty, in contrast to the findings of Thomson et al. (2005) and the assumptions outlined in this study. Following prior studies, the following hypothesis was formulated:

**H3:** Brand love has a significant relationship with luxury brands' emotional attachment in Egypt.

#### **2.6.4. Brand love Mediating the Relationship between Luxury Brand Emotional Attachment and Brand experiences in Egypt.**

Brand experience fosters brand love, which then cultivates brand commitment. Therefore, it is suggested that brand love acts as a mediator in the connection between brand experience and brand attachment. In a study conducted by Huang (2017), the researcher examined the role of brand love as a mediator in the relationship between brand experience and loyalty. He categorized brand experience into sensory, intellectual, and behavioral encounters, while brand loyalty was divided into behavioral and attitudinal allegiance. The researcher examined the impact of brand love and discovered that it fully mediates the relationship between behavioral experience, behavioral loyalty, and attitudinal loyalty (Bae & Kim, 2023). Widiyantoro and Kuswati (2024) conducted a study that revealed the influence of brand experience and brand satisfaction on brand loyalty, with brand love acting as a mediator between the two. This study provides empirical evidence that brand love can operate as a mediator between brand experience and brand satisfaction, and their impact on brand loyalty. This study's theoretical contribution provides valuable insights into the relationship between brand loyalty, brand experience, brand satisfaction, and brand love. The practical recommendation proposes that organizations should prioritize brand happiness alongside brand experience and brand love to strengthen brand loyalty. Ferreira et al. (2022) explored the impact of brand experience on brand equity within the context of a retail fashion business, specifically examining how brand love mediates this relationship. The results suggest that various aspects of brand experience have distinct effects on evoking emotional responses, such as brand love, which in turn strengthens the value of the brand. Additionally, this research effectively evaluates the several components of brand experience (sensory, intellectual, affective, and behavioral), providing valuable practical and theoretical insights.

Brand love is widely recognized as a crucial factor that influences the relationship between brand attachment and brand experiences. Consumers' emotional responses and

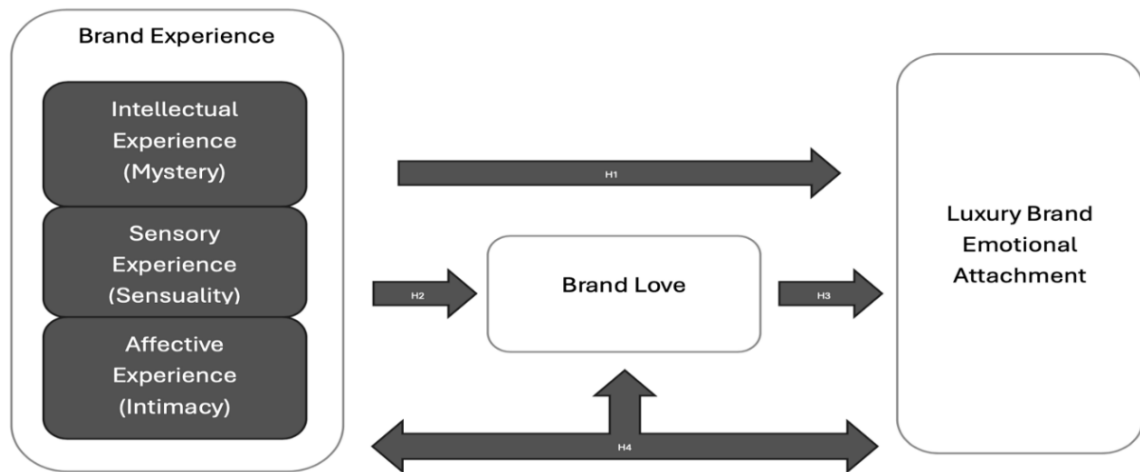
connections to brands are influenced by their brand encounters, which encompass sensory, emotional, cognitive, and behavioral elements (Brakus et al., 2009; Schmitt, 1999). The transformation of these initial impressions into enduring commitments is facilitated by the cultivation of brand love, which is characterized by a profound emotional bond, connection, and ardor (Carroll & Ahuvia, 2006). Batra et al. (2012) conducted research that demonstrates how brand love enhances the emotional connection between consumers and brands, leading to higher levels of brand loyalty and advocacy. To fully understand how experiences are transformed into emotional attachments, it is crucial to include the mediating influence of brand love. This implies that brands that try to provide memorable and enjoyable experiences may develop stronger affection and loyalty among their customers. Marketers should aim to generate favorable brand experiences that can elicit intense emotions, as the influence of brand affection in facilitating this connection is particularly crucial in cases when consumers highly prioritize emotional attachments to brands. According to the previous research, the following hypothesis was formulated:

**H4:** Brand love significantly mediates the relationship between brand experiences and luxury brand emotional attachment in Egypt.

## 2.7. Model Development

Brand love and emotional attachment to luxury brands relate to brand experiences, according to the literature. A conceptual model was created to look at the relationship between brand experiences, brand love, and brand emotional attachment as it pertains to luxury brands in Egypt, as per research findings.

**Figure1** *Proposed Model*



## 3. Research Methodology

Positivism is a research philosophy. In this study style, the researcher adopts the position of an impartial analyst and deliberately detaches themselves from personal values, therefore functioning independently. Its purpose is to ascertain the inherent cause-and-effect connections. The adoption of the theory of positivism in this research is driven by the conviction that social processes can be understood from an unbiased

perspective. Furthermore, it is imperative to perform a thorough examination of the systems and frameworks that impact the connection between brand experiences and emotional attachment within the framework of luxury fashion firms. Interpreting observations involves analyzing empirical or measurable data. This study paradigm employs deductive reasoning, hypothesis formulation, empirical experimentation, definition establishment, equation use, computation, extrapolation, and articulation discovery. Positivism is a highly effective method for investigating and analyzing the chosen subject of study. The study aims to utilize positivism as its research philosophy. The deductive methodology is employed using highly organized procedures, large sample sizes, and precise measuring techniques. The assessment employs quantitative approaches, while also considering various types of data. The objective is to uncover significant findings about the influence of brand experiences on emotional attachment within the luxury clothing industry. This approach enhances the conceptual accuracy and real-world relevance of my study, facilitating the incorporation of valuable perspectives on the subject matter.

A cross-sectional study is a research method that aims to provide a snapshot of a population at a specific point in time. It is a methodical strategy for collecting information. The study employs a research methodology that gives priority to using detailed and comprehensive methodologies that cover different time periods. The main goal of this stage is to aid decision-makers in assessing and selecting the most effective solutions to tackle specific challenges, as emphasized by Malhotra et al. (2013). The study involves administering an internet-based questionnaire specifically aimed at a sample of 440 individuals who are customers of high-end products. This study employs a quantitative methodology to examine customer feedback, providing significant insights into the complex dynamics of brand experiences in the luxury garment market.

While developing the questionnaire, the researcher utilized multiple recognized scales and studies to guarantee the reliability and validity of the measured constructs. The Luxury Brands Emotional Attachment scale was derived from research conducted by Shimul et al. (2019), which examined the emotional attachment customers form with luxury brands. Furthermore, Cho (2011) and Hennigs et al. (2012) enhanced the comprehension of consumers' emotional connections with luxury brands. For the brand experiences, the researcher utilized elements such as mystery, sensuality, and intimacy, with the aspect of mystery being derived from Cho (2011). These factors are crucial for comprehending the reasons consumers cultivate strong attachments to brands, and their incorporation in the questionnaire guarantees the capture of the emotional aspects of brand affection. Finally, for brand love, the researcher referenced the works of Song et al. (2019) and Cho (2011), who both contributed to the development of these constructs. Their investigation into customer love for brands significantly influenced the design of our questionnaire.

To evaluate the research hypotheses, a five-point scale was employed. This scale ranged from "Strongly disagree" (1) to "Strongly agree" (5) and was utilized to assess the objects associated with the measures and definitions of the research components. After validating the study's model using quantitative analysis, the model is evaluated

through questionnaires given to buyers of luxury fashion brands. The data was collected from diverse gender and age cohorts, excluding those who do not belong to the class of luxury fashion brand consumers. The study uses the non-probability judgmental sampling methodology to select specific respondents. The choice of this sampling technique is made due to its inadequacy in gathering and selecting precise data on the luxury buyer's brand preferences. The data's restricted availability for a single category, namely income, is the reason for this, despite the existence of several other factors that impact social class rank. Criteria that typically influence social stratification in Egyptian society include economic status, professional involvement, educational achievement, and level of living. A non-probability, evaluative sample is selected due to the absence of a group framework. Therefore, the sample selection is based on the dynamics of brand lifestyle and socioeconomic variables. The profile of the respondent is displayed in Table 1.

**Table 1** *Respondent Profile*

	Frequency	Percent	Total
Gender			
Male	180	40.9%	440
Female	260	59.1%	
Age			
Under 20	9	2.0%	440
20 – fewer than 25	58	13.2%	
25 - fewer than 30	66	15.0%	
30 - fewer than 40	162	36.8%	
40 - fewer than 50	82	18.6%	
Over 50	63	16.4%	
Educational Background			
High School or Equivalent	57	13.0%	440
Bachelor’s Degree	208	47.3%	
Postgraduate studies	131	29.8%	
Others	44	10.0%	
Employment Status			
Student	28	6.4%	440
Unemployed	24	5.5%	
Self-Employed	149	q	
Employed Part-time	54	12.3%	
Employed Full-time	153	34.8%	
Retired	32	7.3%	
Family Income			
Less Than 20,000 EGP	45	10.2%	440
20,000 EGP Less than 50,000 EGP	95	21.6%	
50,000 EGP Less than 100,000 EGP	79	18.0%	
100,000 EGP and More	221	50.2%	

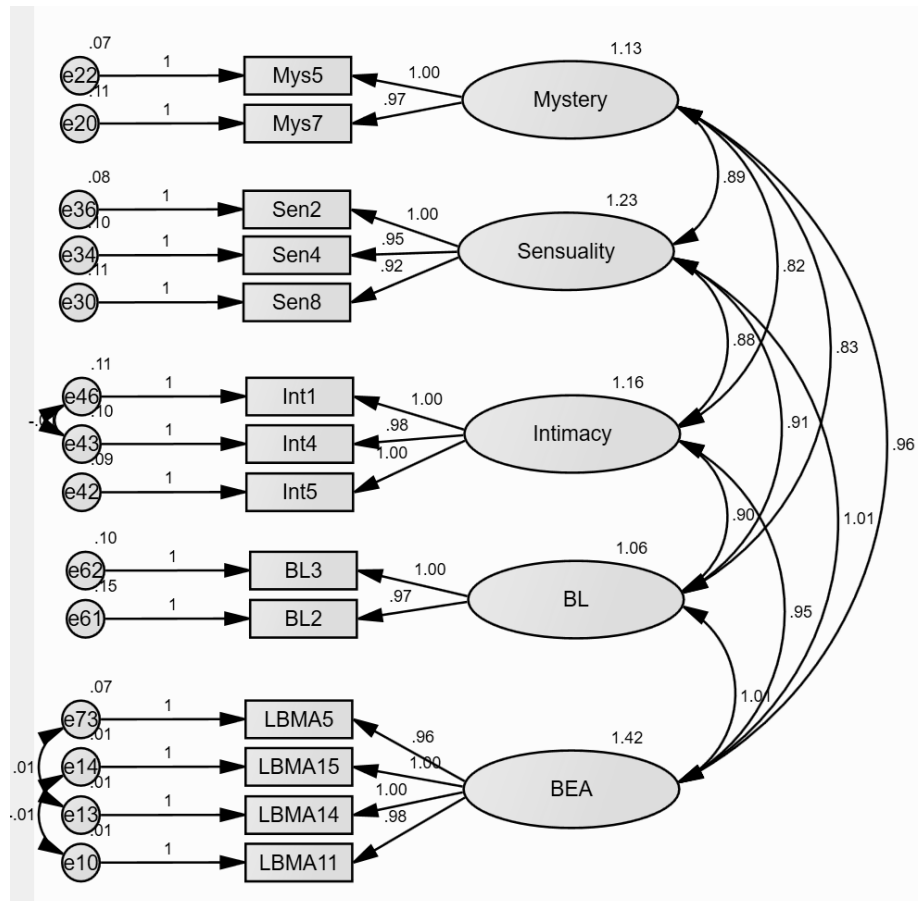
## 4. Results and Discussion

This section's goal is to examine the responses obtained from the questionnaire. This analysis includes a thorough assessment of data validation techniques, as well as a complete examination of the variables being studied and the strict confirmation of the research hypotheses. The analysis was performed using SPSS version 26 and AMOS version 25. The previously mentioned software tools are used to analyze the data collected from the questionnaire created especially with the current research topic in mind.

#### 4.1. The Measurement Model

Measuring the model's assessment requires a thorough analysis of many indices to determine its sufficiency. The index of goodness-of-fit for the measuring model satisfies the acceptable values proposed by Kline (2023). The model exhibits a  $\chi^2/df$  ratio of 1.813, which falls below the suggested threshold of 3. Furthermore, the CFI, NFI, and IFI values all exceed 0.90, which suggests a strong correspondence between the model and the data. Nevertheless, the RMSEA value of 0.045 exceeds the required threshold of 0.10. The value of TLI is 0.993, which meets the suggested barrier of 0.90. The value of RMR is 0.011, which exceeds the recommended level of 0.010. Overall, the findings indicate that the measurement model corresponds well with the data.

**Figure2** Goodness – Fit – Indices



#### 4.2. The Structural Model and Mediation Analysis

The study addressed four hypotheses: H1: There is a significant relationship between brand experiences and brand attachment, H2: There is a significant relationship between brand experiences and brand love, H3: There is a significant relationship between brand love and brand emotional attachment, and H4: Brand love significantly mediates the relationship between brand experiences and brand emotional attachment. Every hypothesis is evaluated based on its beta coefficient ( $\beta$ ), p-value (P), coefficient of determination ( $R^2$ ), and the outcome (whether the hypothesis was accepted or rejected). Here is the analysis of the findings:



**Table 1** *Sub-Hypothesis Testing Direct Effect*

Hypothesis	$\beta$	p-value	Result
H1a: Intellectual (Mystery) and Brand Attachment.	.250	.000	Accepted
H1b: Sensory (Sensuality) and Brand Attachment.	.194	.000	Accepted
H1c: Affective (Intimacy) and Brand Attachment.	.120	.000	Accepted
H2a: Intellectual (Mystery) and Brand Love.	.207	.000	Accepted
H2b: Sensory (Sensuality) and Brand Love.	.305	.000	Accepted
H2c: Affective (Intimacy) and Brand Attachment.	.401	.000	Accepted
H3: Brand Love and Brand Attachment	.487	.000	Accepted

**Table 2** *Hypothesis Testing Indirect Effect*

Independent	Mediation	Dependent	Direct Effect	Indirect Effect	Total Effect	p-value	R <sup>2</sup>
Brand Experiences	Brand Love	Brand Emotional Attachment	0.824	0.156	0.980	0.000	96%

**H1:** Brand experiences have a significant relationship with luxury brand emotional attachment in Egypt.

**H1a:** Intellectual brand experiences (mystery) have a significant relationship with luxury brand emotional attachment in Egypt.

**H1b:** Sensory brand experiences (sensuality) have a significant relationship with luxury brand emotional attachment in Egypt.

**H1c:** Affective brand experiences (intimacy) have a significant relationship with luxury brand emotional attachment in Egypt.

Table 2 confirms the sub-hypotheses, demonstrating that brand experiences have a positive relationship with brand emotional attachment on multiple dimensions. The intellectual aspect (Mystery) has a substantial positive relationship with brand attachment with a coefficient ( $\beta$ ) of .250 and a p-value of .000. Brand attachment is highly influenced by the sensory component (Sensuality) ( $\beta$  = .194, p-value = .000). Additionally, the emotive element (Intimacy) has a positive link with brand attachment, with a coefficient ( $\beta$ ) of .120 and a p-value of .000. These findings confirm that many aspects of brand experiences (intellectual, sensory, and effective) significantly contribute to increased brand emotional attachment. Together, these findings provide a compelling picture. Brands that purposefully include mystery, sensory appeal, and intimacy in their experiences may forge emotionally powerful relationships with their customers. This multifaceted approach not only verifies the fundamental concept but also offers a road map for brands looking to build long-term emotional ties with their customers.

Shahid et al. (2022) conducted a study that demonstrated the positive effect of sensory marketing cues on improving the overall luxury retail brand experiences. Both sensory marketing and brand experiences showed promise in enhancing emotional attachment and consequent brand devotion. The results additionally indicate that sensory marketing cues and brand experience have a significant correlation with shop appearance, leading to an enhanced emotional connection between customers and luxury brands. The study found that consumers in luxury stores had more emotional

attachment and brand loyalty compared to those in non-luxury stores. According to Khan and Rahman (2017), studies have recognized the importance of offering a superior brand experience and fostering emotional attachment between a business and its customers. However, the role of brand experience and emotional attachment in increasing brand loyalty is underexplored, particularly in the context of service companies. The findings indicate that brand experience positively influences emotional attachment, and that both brand experience and emotional attachment have a strong positive influence on brand loyalty. Leo et al. (2010) discovered that the connections between affective, behavioral, and intellectual experiences and brand attachment were significantly positive. However, there was no evidence to establish a link between sensory experience and brand attachment. Sensory experiences in consumer literature are frequently associated with aesthetic enjoyment. Over time, these pleasurable encounters can influence consumer happiness. Nevertheless, sensory pleasures do not have a connection with attachment, such as the customers' intense emotional tie, often known as the hot effect.

**H2:** Brand experiences have a significant relationship with brand love.

**H2a:** Intellectual brand experiences (mystery) have a significant relationship with brand love.

**H2b:** Sensory brand experiences (sensuality) have a significant relationship with brand love.

**H2c:** Affective brand experiences (intimacy) have a significant relationship with brand love.

The results for Table 2, the sub-hypotheses under H2, provide a detailed understanding of how different dimensions of brand experiences contribute to brand love. The intellectual aspect (mystery) has a significant positive impact on brand love, with a coefficient ( $\beta$ ) of .207 and a p-value of .000, indicating that mystery can captivate and deepen consumers' emotional connection to the brand. The sensory dimension (sensuality) shows an even more substantial effect, with a coefficient ( $\beta$ ) of .305 and a p-value of .000, highlighting the importance of engaging consumers' senses through appealing visuals, sounds, tastes, and textures to create memorable interactions that enhance brand love. The affective aspect (intimacy) has the most substantial impact, with a coefficient ( $\beta$ ) of .401 and a p-value of .000, emphasizing that fostering close personal connections with consumers evokes intense feelings of love and loyalty. These findings suggest that brands aiming to deepen their emotional connection with consumers should prioritize creating experiences that are mysterious, sensory-rich, and intimately personal, significantly enhancing the love consumers feel for the brand and driving stronger loyalty and advocacy.

To achieve the research objective (1), determine the crucial components of brand experience that have the most significant impact on brand love, the results of Hypothesis 2 are analyzed. This hypothesis assesses the influence of sensory, effective, intellectual, and behavioral dimensions of brand experience on brand love. The analysis, assuming significant path coefficients, suggests that the affective component

(emotional engagement) has the most substantial impact on brand love, followed by sensory experiences. These findings indicate that emotional and sensory aspects of brand interactions are pivotal in fostering brand love. This insight is crucial for luxury brands, highlighting the importance of enhancing emotional and sensory experiences to deepen consumer loyalty and strengthen brand relationships. Safeer et al. (2020) discovered that sensory and affective experiences strongly influence brand love, whereas intellectual and behavioral experiences have little to no impact on brand love. In general, all intellectual, behavioral, effective, and sensory experiences have a beneficial influence on brand authenticity. This, in turn, has significant positive effects on brand love. According to Zhang (2019), the findings indicate that when it comes to enigmatic experience, sensory experience, emotional experience, and social experience, all have a significant beneficial impact on the amount of love that a person has for a business. According to Meisenzahl (2017), the findings of the study supported that the experience of a brand has a direct influence on the love that someone has for that brand.

**H3:** Brand love has a significant relationship with luxury brands' emotional attachment in Egypt.

The results for Hypothesis H3 in Table 2 demonstrate a significant relationship between brand love and brand attachment. The hypothesis is supported with a coefficient ( $\beta$ ) of .487, indicating a strong positive influence of brand love on brand attachment. The p-value of .000 confirms the statistical significance of this relationship, ensuring that the findings are exceptionally reliable. Furthermore, the coefficient of determination ( $R^2$ ) is .735, which means that 73.5% of the variance in brand attachment can be explained by brand love. This high  $R^2$  value highlights the critical role of brand love in fostering brand attachment. Essentially, when consumers develop a deep affection and love for a brand, it significantly strengthens their attachment to it. This insight suggests that brands should focus on strategies that enhance brand love, as this emotional bond is a key driver of consumer loyalty and long-term attachment. By nurturing brand love, companies can ensure a more committed and emotionally invested customer base.

To address the research objective (2), investigate the influence of brand love on brand attachment by Hypothesis 3, the results of Hypothesis 3 are analyzed. The hypothesis confirms a strong positive relationship between brand love and brand attachment. The findings highlight that brand love significantly influences brand attachment, demonstrating that their emotional connection to it can explain a considerable portion of how attached consumers feel towards a brand. This validated relationship underscores the critical role of cultivating emotional bonds in enhancing consumer loyalty and attachment. The acceptance of this hypothesis emphasizes the importance of brand love in marketing strategies aimed at strengthening consumer relationships in the luxury goods sector. Songet al. (2019) argue that brand love has a more substantial influence on brand loyalty than brand respect, offering valuable insights. Companies seeking to cultivate enduring loyalty must prioritize this crucial component. Companies must prioritize the development of methods that evoke

emotional responses, leading to a profound fondness rather than just appreciation. Carroll and Ahuvia (2006) utilized survey research to examine hypotheses related to brand love, a novel marketing concept that measures the intense emotional attachment of content consumers to certain brands. The findings indicate that brand love is directly associated with increased degrees of brand attachment and loyalty.

**H4:** Brand love significantly mediates the relationship between brand experiences and luxury brand emotional attachment in Egypt.

The testing of Hypothesis 4 reveals that brand love plays a key role in mediating the relationship between brand experience and brand emotional attachment in the luxury goods market of Egypt. The overall impact of brand experience on brand attachment is significant, with a high coefficient of 0.980 and a p-value of 0.000. This effect is primarily driven by a direct effect with a coefficient of 0.824, as well as a noticeable indirect influence through brand love with a coefficient of 0.156. This suggests that brand experience not only directly affects brand attachment but also strengthens attachment by fostering emotional ties through brand love. The model's high R-squared value of 96% demonstrates that it effectively reflects the processes that influence brand attachment. This validates the inclusion of brand love as a critical mediator in this relationship. This discovery emphasizes the significance of incorporating emotional engagement techniques to enhance consumer loyalty in the premium market.

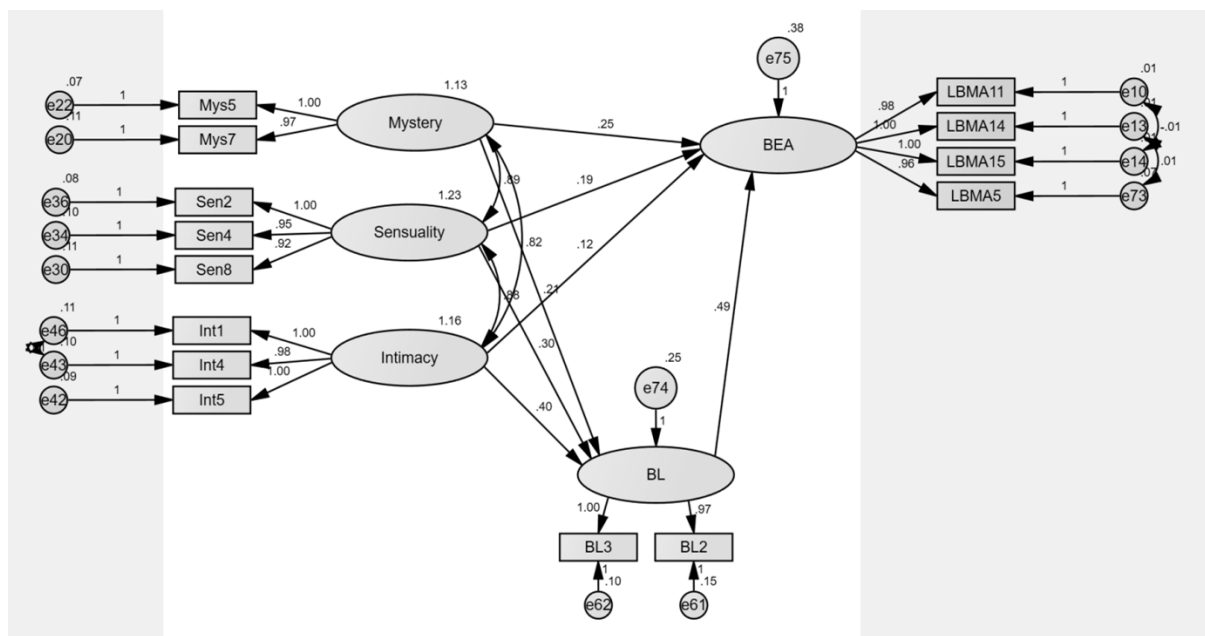
This finding highlights the pivotal role of brand love in transforming positive brand experiences into strong brand attachment. It suggests that while high-quality brand experiences are crucial, their impact on brand attachment is significantly enhanced when they foster brand love. Essentially, brand love acts as a bridge, translating memorable and engaging brand experiences into deep emotional bonds and attachment to the brand. For brands, this implies that strategies aimed at improving consumer experiences should also focus on nurturing brand love. By creating experiences that evoke strong, positive emotions and affection, brands can more effectively convert these experiences into lasting attachments. This holistic approach not only enhances the overall consumer experience but also ensures a stronger, more loyal customer base that feels emotionally connected to the brand. Hypothesis 4 (H4) effectively addresses the research objective (3) that examines the potential for brand love to act as a mediator in the relationship between brand experience and brand attachment. The results of the analysis significantly confirm that brand love not only contributes to but also strengthens the link between how consumers experience a brand and their subsequent emotional attachment to it. This mediation effect theoretically underscores the importance of emotional engagement in the process of building brand relationships.

According to the theoretical frameworks in consumer behavior and marketing, brand love enhances the impact of positive brand experiences by infusing them with emotional significance, which in turn deepens brand attachment. This insight is crucial as it highlights the transformative role of brand love in converting brand experiences into lasting attachments, providing a deeper understanding of consumer-brand

dynamics and offering strategic guidance for enhancing consumer loyalty through targeted emotional branding strategies. Santos and Schlesinger (2021) found that brand love partially mediates the relationship between brand experience, brand attachment, and willingness to pay a premium price. The findings indicated that brand experience and brand love had a substantial and direct influence on brand loyalty and the inclination to pay a higher price for streaming TV services. Bae and Kim (2023) discovered that brand experiences have an impact on brand love, and brand love in turn influences brand loyalty. The researchers discovered that brand experiences have a direct impact on brand loyalty, and the relationship between brand experiences and brand loyalty is mediated by brand love.

The results of the hypothesis testing provide significant insights into the relationships between brand experiences, brand love, and brand attachment. The analysis demonstrates that brand experiences have a substantial influence on brand attachment ( $R^2 = .735$ ) and brand love ( $R^2 = .765$ ), highlighting the significance of developing captivating and immersive brand interactions. The sub-hypotheses provide additional information indicating that the intellectual (mystery), sensory (sensuality), and affective (intimacy) aspects of brand encounters all have a favorable impact on brand love. Among these dimensions, intimacy has the most significant influence ( $\beta = .401$ ). Furthermore, the significant correlation between brand love and brand attachment ( $\beta = .487$ ,  $R^2 = .735$ ) suggests that emotional ties established through brand love play a vital role in cultivating strong customer attachment. The study found that brand love plays a significant role in mediating the relationship between brand experiences and brand attachment. The coefficient of determination ( $R^2 = .765$ ) indicates that cultivating brand love enhances the influence of brand experiences on attachment. These findings indicate that brands should prioritize improving the emotional aspect of their experiences to foster brand love and attachment, which will ultimately lead to the development of a loyal and emotionally engaged customer base.

**Figure3** *The Final Structure*



## **5. Conclusion**

The study set explored the intricate dynamics of brand experience, brand love, and brand attachment within Egypt's burgeoning luxury goods market. Through a comprehensive analysis validated by structural equation modeling, the research successfully elucidated the profound impact of brand experience on brand attachment, both directly and indirectly through the mediating role of brand love. The findings reveal that brand experience has a significant direct effect on brand attachment, indicating that the immediate interactions and perceptions associated with a brand strongly influence consumer loyalty. More crucially, brand love was shown to play a pivotal mediating role, enhancing the influence of brand experiences on attachment. This mediation underscores the importance of emotional engagement in the consumer-brand relationship, demonstrating that the feelings of affection and connection that constitute brand love can significantly amplify the impact of experiential interactions. Hypothesis 4 highlighted the substantial effect of brand love as a mediator, with a significant portion of the variance in brand attachment being explained by the pathways from brand experience through brand love. This result suggests that while brand experience lays the foundation for consumer perception, it is the emotional resonance encapsulated by brand love that truly cements the consumer's loyalty and attachment to the brand.

The implications of these findings are twofold. Academically, the study contributes to existing literature by providing empirical evidence on the mediating role of brand love in a non-Western context, thereby broadening the applicability of established marketing theories. Professionally, the insights gained from this research offer actionable strategies for luxury brand managers, emphasizing the need to cultivate brand love by enriching the emotional quality of brand experiences. This approach not only enhances consumer satisfaction but also fosters enduring brand loyalty. In conclusion, this research not only fills a significant gap in understanding the consumer-brand dynamics in the Egyptian luxury market but also provides a robust framework for leveraging emotional branding to enhance consumer relationships. Future research might explore additional variables that could influence these relationships further or extend the study to other cultural contexts to validate the universality of these findings.

### **5.1. Theoretical and Practical Implications**

This research has wide-ranging implications that affect both academic knowledge and implementation in the luxury brand industry, particularly in the Egyptian market.

#### **5.1.1. Academic Implications**

This research adds to the academic field by offering a detailed explanation of how brand love serves as a mediator between brand experiences and attachment in the luxury industry, specifically in the Egyptian market. Expanding the scope of consumer behavior research beyond the typical Western-centric perspective encourages a reassessment of current theoretical models, enhancing their inclusivity in other cultural contexts. The methodology used in this study is based on a positive and quantitative approach, which emphasizes the importance of factual data in understanding the

complexities of consumer-brand relationships. This not only expands the theoretical underpinnings but also stimulates further investigations into the intricate fabric of luxury brand dynamics in different global marketplaces. Employing a quantitative methodology to examine the intricate relationship between brand experience, brand love, and brand attachment provides a systematic framework for future research in comparable markets. The research design, which involves conducting a cross-sectional survey of 440 individuals, offers a strong framework for examining consumer behavior in rising luxury markets. This can serve as a benchmark for future studies seeking to utilize systematic techniques in analyzing consumer-brand relationships. This research enhances theoretical discussions in consumer psychology and marketing by combining aspects from emotional attachment theories with consumer behavior models. The results emphasize the importance and advantages of incorporating various emotional elements such as mystery, sensuality, and closeness into the study of consumer loyalty. This expands the scope of previous marketing theories to encompass more extensive emotional concepts.

### **5.1.2. Practical Implications**

The research's practical implications are especially significant for the luxury brand industry. The study gives advertisers insightful information, seeking to improve brand loyalty and customer engagement by highlighting the significant role of brand love in fostering consumer attachment. It indicates that luxury businesses should allocate resources towards developing experiences that elicit emotional connection by leveraging the cultural and socioeconomic intricacies of the Egyptian market. The findings offer a strategic guide for luxury firms to customize their marketing efforts, ensuring they strongly connect with the values and aspirations of local consumers. Moreover, the research suggests that luxury brands in Egypt can enhance their competitive edge and distinctiveness by harmonizing their product development and communication strategies with the distinctive aspects of brand experiences that cultivate brand affection and loyalty.

Gaining insight into the distinct characteristics that influence brand perception and emotional connection can provide valuable guidance for creating new products and improving services. Brands have the potential to innovate by integrating components that heighten sensory experiences, intensify the storytelling or enigmatic aspects of the brand, and cultivate a more intimate connection between the consumer and the brand. This could encompass a wide range of activities, including product design, packaging, customer service strategies, and advertising campaigns. When global brands enter new markets, it is essential to comprehend the local subtleties that impact consumer behavior. This study presents empirical evidence on the efficacy of emotional branding techniques in the Egyptian market, providing practical and applicable insights for analogous markets. Brands can employ this understanding to modify their strategies to cater to the distinct emotional and cultural requirements of various client segments worldwide.

## 5.2. Limitations and Future Research

Although this research offers valuable insights, it is not free from constraints. The use of a non-probability judgmental sample technique, while feasible, may limit the capacity to apply the results to the broader Egyptian luxury market. The study's cross-sectional design solely records consumer sentiments at a specific moment, disregarding any potential alterations that may occur over extended durations. To overcome these constraints, future research could utilize longitudinal study designs and probability sampling approaches to offer a more thorough perspective on consumer-brand connections over an extended period of time. In addition, qualitative research could investigate the individual narratives and anecdotes that underlie consumer affinities towards luxury brands, thereby enhancing the richness of the quantitative data. Investigating these paths could result in a deeper and more nuanced understanding of the intricate nature of brand affection and connection across diverse cultural and economic circumstances.

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