

## **Managing Consumer Dynamic Experience on Social Media:**

### **Brand engagement, brand love and brand loyalty**

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**Abstract:** Social media has become an indispensable tool for shaping personalised consumer experiences, with companies aggressively competing to develop innovative interactive platforms and solidify their digital presence. Consumer experience local clothing and fashion brands have to accommodate the interactive, challenging nature of social media. Accordingly, this study explores the dynamic nature of consumer online brand experiences on social media platforms by examining the moderating effect of consistent experience in fostering consumer-brand relationships. Adopting the Stimulus-Organism-Response (SOR), the study investigates how eWOM shapes consumer experiences and drives positive brand outcomes. Specifically, it analyses the moderating effect of dynamic brand experience on brand engagement, brand love, and brand loyalty. Using a purposive sampling approach, data were collected from 234 social media users who recently experience and purchase local brand. PLS-SEM was employed for data analysis. The results support the significant direct impact of online post-purchase brand experience on brand engagement. However, its influence

on brand love and loyalty depends on the moderating effect of consistent experience; hence, capturing the holistic view of dynamic experiences. Accordingly, the findings highlighted the significant role of consistent experience in strengthening brand love and loyalty. Thus, it addressed the gap in understanding the dynamic nature of consumer experience and its impact within the online context. Several practical implications emerge from this study; it underscores the critical role of dynamic experiences captured by consumer consistent experiences aspects in forging sustained relationships that extend beyond simple interactions between consumers and brands.

**Keywords:** eWOM; dynamic experience; brand love; brand engagement; brand loyalty; consistent experience; local brands.

#### ملخص البحث:

أصبحت وسائل التواصل الاجتماعي أداة لا غنى عنها في تشكيل تجارب المستهلك الشخصية، حيث تتنافس الشركات بقوة لتطوير منصات تفاعلية مبتكرة وتعزيز حضورها الرقمي. يجب أن تتكيف تجارب المستهلك مع العلامات التجارية المحلية في قطاع الملابس والأزياء مع الطبيعة التفاعلية والتحديات لوسائل التواصل الاجتماعي. وبناءً عليه، يستكشف هذا البحث الطبيعة الديناميكية لتجارب المستهلكين مع العلامات التجارية على منصات التواصل الاجتماعي من خلال دراسة التأثير المعدل للتجربة المتسقة في تعزيز العلاقة بين المستهلك والعلامة التجارية. اعتمد البحث على نموذج المحفز-الكائن-الاستجابة (SOR)، لبحث كيفية تأثير التسويق الشفهي الإلكتروني (eWOM) على تجارب المستهلكين ودفع النتائج الإيجابية للعلامة التجارية. وبشكل محدد، يحل البحث التأثير المعدل للتجربة الديناميكية

للعلامة التجارية على التفاعل مع العلامة التجارية، والحب للعلامة التجارية، والولاء للعلامة التجارية. تم جمع البيانات من 234 مستخدمًا لوسائل التواصل الاجتماعي ممن قاموا مؤخرًا بتجربة وشراء علامات تجارية محلية، باستخدام طريقة أخذ العينات الهادفة. وتم تحليل البيانات باستخدام PLS-SEM. أظهرت النتائج وجود تأثيرًا مباشرًا هامًا لتجربة العلامة التجارية عبر الإنترنت بعد الشراء على التفاعل مع العلامة التجارية. ومع ذلك، فإن تأثيرها على الحب والولاء للعلامة التجارية يعتمد على التأثير المعدل للتجربة المتسقة؛ مما يتيح فهمًا شاملاً للتجارب الديناميكية. وبناءً عليه، أبرزت النتائج الدور الهام للتجربة المتسقة في تعزيز الحب والولاء للعلامة التجارية. وبالتالي، يعالج البحث الفجوة في فهم الطبيعة الديناميكية لتجربة المستهلك وتأثيرها في السياق الرقمي.

تنبثق من هذا البحث عدة توصيات عملية؛ إذ يوضح الدور الحاسم للتجارب الديناميكية التي تتجلى في جوانب التجارب المتسقة للمستهلكين في بناء علاقات مستدامة تتجاوز التفاعلات البسيطة بين المستهلكين والعلامات التجارية.

**الكلمات المفتاحية:** التسويق الشفهي الإلكتروني (eWOM)؛ التجربة الديناميكية؛ حب العلامة التجارية؛ التفاعل مع العلامة التجارية؛ الولاء للعلامة التجارية؛ التجربة المتسقة؛ العلامات التجارية المحلية

## Introduction ذ

Social media is an essential component of companies' digital landscape. It is a digital technological tool designed for consumer brand engagement, allowing the firm to personalise its offerings, responding to the changes of consumer preferences and behaviours (Garrido-Moreno et al., 2020). Social media capabilities reflect how the firm reconfigures its resources and

strengths to cope with the rapid changes in the market. Due to the rise of new digital technologies and social media platforms, consumers are now experiencing new products and brands through a myriad of touchpoints (Wang & Kim, 2017). At the aggregate level, the market shifts reflect consumer behavioural shifts; failure in mapping this dynamicity will not only affect the strategic marketing actions and plans but also the allocation of marketing resources (Zhang & Chang, 2021).

Social media challenges consumer brand experiences, and fluctuations in these experiences across the various stages of the customer journey critically affect long-term brand relationships. Memorability of the consumer experience does not inherently reflect its uniqueness (Pine and Gilmore, 2009). Instead, it is crucial to deliberate orchestration of coherent experiences throughout each stage of the brand's interaction with the consumer to consider the temporal dimension constituting consumer experience (Gentile et al., 2007; Yu et al., 2020). The optimal level of experience that coalesces into distinctive brand meaning remains a conceptual challenge. Establishing a threshold for experience levels can be problematic. At lower levels, experiences may be unrecognisable, while higher levels raise concerns about potential negative consequences or outcomes (Palmer, 2010). Moreover, Kumar & Anjaly (2017) illustrate the significance of post-purchase experiences that constitute responses stored in consumers' memory retrieved during the next

purchase.

Accordingly, this study focuses on the dynamic nature of consumer online post-purchase experiences on social media. In this paper, dynamic experience is defined as the coherent and consistent responses elicited by brand-related stimuli across multiple touchpoints through the customer journey (Yu et al., 2020). It investigates psychological and emotional responses to brand-related stimuli from a dynamic perspective by conceptualising real-time experiences. Yu et al. (2020) proposed two attributes of dynamic brand experience, namely the phase and consistency. The phase dimension, which reflects managing consumer experience across the different stages of consumer purchase decision (Mascarenhas et al., 2006). While the experience consistency, the second attribute reflecting the dynamic nature of experience (Yu et al., 2020), identifies the coherence and uniformity of consumer experience across different marketing channels (Gabisch & Gwebu, 2011). Consumer experience on social media platforms is dynamic, phased and cumulative (Yu et al., 2020), and shaping this experience plays an important role in consumer equity and long-term brand relationships. Studying the dynamic nature of consumer experience by considering these two aspects defined by Yu et al. (2020) allows for optimising the effect of temporal experiences and ensuring their long-term success. Consequently, companies can effectively manage consumer behavioural

responses to online brand-related stimuli across different interactive social media platforms (Dessart et al., 2015; Lemon and Verhoef, 2016; Schmitt et al., 2014).

Despite the richness of literature on consumer experiences (e.g., Ieva and Ziliani, 2018; Johansen, 2012; Merrilees, 2016; Mollen and Wilson, 2010; Vivek et al., 2012), no study has provided a comprehensive framework that captures the responses of consumer experiences while examining its dynamic nature. Namely, how the variations in experience consistency levels affect consumer responses in the post-purchase. Accordingly, the attributes of dynamic experience: phase and consistence, are considered by testing the effect of consistent experience post the purchase decision. Drawing on the extended version of the stimulus-organism-response (SOR) model (Jacoby, 2002; Mehrabian & Russell, 1974), this study proposes a model to understand how eWOM as a pre-purchase digital touchpoint optimises consumer online experiences (Lemon & Verhoef, 2016). The long-term effect of dynamic online experience is assessed by brand engagement, brand love and brand loyalty. In an interactive context with reciprocal communication, engagement arises from the virtue of interactive high-level experiences (Kim et al., 2012; Merrilees, 2016). Moreover, the incorporation of brand love and brand loyalty measures the extended sustained effect of dynamic experiences, ensuring its coherence and stability post the purchase decision. Brand love

goes beyond simply liking or disliking a brand; it ensures cognitively satisfied customers who, at a minimum, hold no hate or negative feelings toward the brand (Bergkvist and Bech-Larsen, 2010; Hsu, 2023). Also, brand loyalty tends to reflect the long-term effect of consistent experiences (van der Westhuizen, 2018; Zollo et al., 2020).

Furthermore, no studies have been conducted to investigate how consumers are experiencing local brands specifically in the context of the textile and clothing industry in an emerging economy like Egypt. Local brands refer to the brands locally designed and produced, that are available only in the local market and limited to a specific geographic region. Local brands are usually developed to meet the unique needs, preferences and desires of consumers in the country (Boseila et al., 2023; Rahman & Mannan, 2018). Social media marketing plays a major role in building a strong local brand and significantly influences purchase decisions (Hasan & Sohail, 2021). In the context of Egypt, the market has great potential with the total population reaching 116.5 million by 2024. In addition, the economy is flourishing in the textile and clothing industry due to the Qualified Industrial Zones (QIZs), which offer significant opportunities for global brands such as Levi's, GAP, Calvin Klein and Ralph Lauren, who have signed a protocol to expand their operations in Egypt (Kassem, 2015). Moreover, the textile and clothing industry is the second largest industry; it contributes to the country's economy by expansion in exports and accounts for 3% of

GDP (Egypt's Economic Profile, 2019). The market revenue in this emerging economy is expected to reach \$5 billion by the end of 2025 with a 5.72% annual growth rate (statista.com). Local brands now in Egypt are appreciated for their quality, uniqueness and expressiveness (Boseila et al., 2023).

This study addresses a research call to study the antecedents and consequences of consumer online post-purchase experiences on social media platforms, while examining the moderating role of consistent experience on building consumer long-term brand relationships. Therefore, it addresses the gaps in the literature dedicated to dynamic experiences, answering the following questions:

RQ1: What is the impact of eWOM as a digital touchpoint in the pre-purchase stage on consumer online brand experiences?

RQ2: What are the relationships between online brand experiences, brand engagement, brand love and brand loyalty in the post-purchase stage?

RQ3: How do the variations in experience consistency affect the effects of online brand experiences?

As a theoretical contribution, the current study seeks to offer a better understanding of the effect of online brand experiences consistency post the brand purchase stage on engagement and relationship outcomes: brand love and brand loyalty. It also addresses consumers' online brand experiences post-purchase decision in the clothing

industry in an emerging economy. More and more fashion brands are now utilising digital marketing tools to promote and sell their products online. Brand experiences provide consumers with comprehensive product information, which will provide a solid foundation for making their purchase decisions. Accordingly, these firms must sustain consumer online brand experiences emerging from the interactions with multiple touchpoints generated by brand efforts on social media (Gentile et al., 2007; Yu et al., 2020), and design new strategies that meet consumers' changing preferences and needs (Rahman & Mannan, 2018).

## **Literature Review**

### ***Online brand experience***

Traditionally, the concept of experience has been defined through three key perspectives: as ongoing perceptions and feelings (Iglesias et al., 2011), as direct or indirect observations (Hamilton & Thompson, 2007) or as accumulated knowledge (Zarantonello & Schmitt, 2013). Brand experience is defined as consumer's subjective and behavioural responses toward the brand-related stimuli (Brakus et al., 2009). Generally, brand experiences emerge as consumers' responses to and interactions with brand cues such as logo, package (Brakus et al., 2009; Morgan-Thomas & Veloutsou, 2013; Nysveen et al., 2013) and in the online context, brand cues include the brand page, brand stories (Tafesse, 2016).

Nevertheless, these experiences may vary in their strengths, intensity, consistency (short-term versus long-term), and valence (positive or negative) (Brakus et al., 2009). Online brand experience, in particular, represents a holistic extended response encompassing pre-purchase, during-purchase, and post-purchase, while considering the interactions with the digital media (Morgan-Thomas & Veloutsou, 2013). In a virtual social media environment, this experience becomes particularly dynamic as consumers actively engage with brands across multiple channels while simultaneously interacting with other users, creating real-time experiential exchanges. However, the development of consumer brand experience presents several theoretical and practical challenges (Schmitt & Zarantonello, 2013), including its cumulative nature (Fournier, 1998), non-linear effect, and the temporally extended duration over which these experiences unfold (Palmer, 2010).

The dynamic nature of consumer behaviour reflects its ever-changing character, influenced by technological advancements and the proliferation of social media platforms (Zhang and Chang, 2021). These factors accelerate shifts in attitudes and preferences, necessitating businesses to comprehend the underlying reasons behind these transformations. While consumer behaviour exhibits uncertainty, its stability often hinges on consistency, particularly in brand experiences (Kopetz et al., 2012). However, inconsistencies arise when experiences

contradict prior beliefs or knowledge (Awa and Nwuche, 2010), creating tension between adaptability and coherence. Consequently, marketers must strategically balance dynamic consumer experiences with the psychological need for consistency to foster long-term brand loyalty.

Broadening the view of consumer brand experience to account for social media's dynamic interactivity is critically important in today's evolving marketplace (Andreini et al., 2018). This study examines the dynamic nature of brand experience, defined as consumers' psychological and emotional responses to brand touchpoints across various customer journey stages. This perspective thus highlights the dynamic nature of brand experience while addressing previously identified challenges in experience conceptualisation through its explicit consideration of temporal phases and experiential consistency dimensions (Yu et al., 2020). Building on this premise, this study suggests that creating evocative and meaningful brand interactions implies considering the sensorial, emotional, cognitive, sensorial, behavioural, and social components of experience. While studying the dynamic nature of experience, reflected by the phase and consistency, Gabisch & Gwebu (2011), Mascarenhas et al. (2006) and Yu et al. (2020). This approach ensures that dynamic consumer experiences remain coherent and engaging across social media platforms. By aligning consistency and phase with experiential depth, brands can mitigate cognitive dissonance

while maintaining relevance in an ever-changing digital landscape.

**Table 1: A summary of selected studies on brand/consumer experience in an online context.**

Concept	Antecedents	Outcomes	Dimensions of experience	Study
E-brand experience (online retailers)	Influencer marketing	E-brand loyalty	Sensorial/emotional, intellectual, behavioural	(Valmohammadi et al., 2025)
User experience on social media	Artificial intelligence Chatbots Virtual influencers Augmented reality		Unidimensional	(Omeish et al., 2024)
Customer experience (social media)			Unidimensional	(Guttenu et al., 2024)
Branded content experience (social media)		Consumer engagement with branded content	Self-identity, social bonding, utilitarian, aesthetic, humour, awe-inspiring, discerning	(Waqas et al., 2021)
E-brand experience (social media)	SMMA	Brand love Brand equity	unidimensional	(Chen & Qasim, 2021)
Social Media Brand Experience	Utilitarian and hedonic value	Brand attachment Brand trust Brand equity	Sensorial, intellectual, behavioural, relational	(Yu & Yuan, 2019)
Online Brand Experience (websites)		Brand loyalty	Sensorial, affective, cognitive, behavioural, relational	(Cleff et al., 2018)
Brand experience (enterprise microblogs)	Content and style tactics	Brand loyalty	Sensorial, affective, intellectual, behavioural	(Yang et al., 2017)
Brand experience (experiential affordances of Facebook brand pages)		Consumer engagement	Perceptual (sensorial) experience, social experience, epistemic experience, embodied experience.	(Tafesse, 2016)
Interactive experience (digital environment)		Engagement (cognitive and affective)	Cognitive, action Emotional, sensory	(Merrilees, 2016)
Brand experience (website)	Perceived interactivity	Relationship quality	Sensory, affective, intellectual, behavioural	(Yoon & Youn, 2016)
Online brand experience (search engine)		Behavioural intentions Satisfaction	Unidimensional	(Morgan-Thomas & Veloutsou, 2013)
Experiential marketing (e-retailers)		Website personality	Playfulness, aesthetics, consumer ROI, service excellence	(Shobeiri et al., 2013)
Customer experience (online shopping)		Trust Satisfaction	Cognitive Affective	(Rose et al., 2012)
Experiential value (online shopping)			Playfulness, aesthetics, consumer ROI, service excellence	(Mathwick et al., 2001)

## Local brands

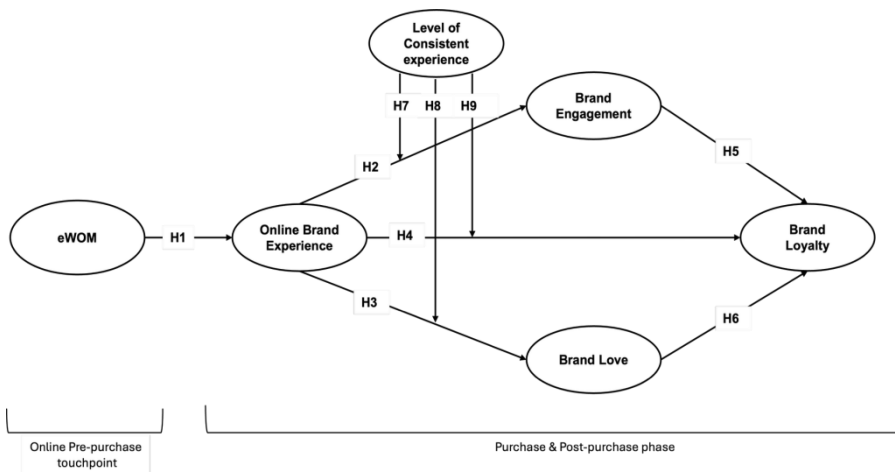
Local products are inspired by the mindset of consumers in local markets to satisfy their local needs. The term localisation refers to consumers holding a negative attitude toward global brands and substituting them with local brands, which they perceive as authentic and culture-oriented (Steenkamp & de Jong, 2010). Local brands reflect the brand origin (Hasan & Sohail, 2021) and are often used to symbolise and be an icon of local culture (Boseila et al., 2023). Most of the prior research focusing on local brands is comparative, comparing local and non-local/global/foreign brands. These studies demonstrated the important role played by social media marketing activities in experiencing local brands than non-local brands. Consumer engagement and interactivity on social media stimulate brand trust and purchase intention of local brands (Hasan & Sohail, 2021). Boseila et al. (2023) revealed in their study that perceived quality is the only motive that triggers consumer purchase intention of local brands and to value it over global brands. Most importantly, this study underscored the relative difference between consumers' perceptions of local brands in developed countries and developing countries with lower levels of economic development. In developing countries, consumers tend to support local brands over foreign brands, which gives them an advantage to compete against global brands. Companies' efforts on social media platforms are influential and build consumer

preferences for local brands (Al Adwan, 2019). It is expected that local brands will depend on digital technology to position themselves specifically in the fashion and apparel industry, as it will integrate social media capabilities into their branding strategies and online marketing communications (Rahman & Mannan, 2018). Such strategies follow global perspectives while sustaining the local culture and local values (Abuljadail & Ha, 2019).

### **Conceptual model and hypotheses development**

To understand the role of dynamic brand experience, the consistency of consumers' post-purchase experiences, the Stimulus-Organism-Response model (S-O-R) is adopted. In this model, Mehrabian and Russell, (1974) posit that an individual respond to the external stimuli, elements of the physical atmosphere or environment through internal process, including mental and cognitive state (Safeer, 2024), or emotional state (Jang & Namkung, 2009), and physiological (Bitner, 1992) which intervene between stimuli and the individual's final actions or responses. More recently, the integrative extended SOR model was proposed by Jacoby (2002) to broaden the stimulus to include environmental or external stimuli such as the product/brand, logos, packaging, WOM and information learned from other communication channels like social media channels. Accordingly, an individual retains prior experiences stored in memory and processes them either consciously or subconsciously

to derive meaning, which then shapes their responses. These responses may manifest as approach or avoidance behaviours or emotional reactions. Jacoby (2002) further argues that the stimulus-organism-responses process is dynamic and nonlinear (recursive), suggesting the need to develop a refined model that considers the temporal effect and changes in consumers'



preferences over time.

In the digital setting, the SOR model plays a recognised role in explaining consumers' responses, such as brand loyalty and brand love (S. Kumar et al., 2021, 2023), to different stimuli across social media platforms, including eWOM and online reviews (Cuong, 2024; Roy et al., 2021). The proposed model employs the SOR framework to examine how eWOM as an external stimulus influences brand love and brand loyalty (responses), mediated through online brand experience and

engagement (internal organism states). The model further incorporates experience consistency as a moderating variable, as depicted in the conceptual framework, figure 1.

### **Figure 1: Conceptual Model**

#### ***eWOM and online brand experience***

eWOM refers to positive or negative information shared by consumers: potential, actual or former, about a company, product or brand, disseminated to a wide range of users through digital platforms (Alhidari et al., 2015). Ismagilova et al. (2021) characterise it as a dynamic. An ongoing communication process based on shared information, which affects consumers' intentions and behaviours. eWOM empowers consumers on social media by facilitating interaction and the exchange of information and opinions, thereby emerging as a prominent and credible communication tool that influences consumer perceptions, intentions, and decisions (Alhidari et al., 2015). The outcomes of eWOM have been addressed extensively in previous research, including other brand-related factors such as brand reputation, trust, product or brand attitudes (Wei et al., 2020).

Within social media contexts, consumer reviews and user-generated content are inherently subjective and emotionally oriented, reflecting individual opinions about brands, thereby emphasising broader brand experiences (Daugherty & Hoffman, 2014). Following brands on

social media platforms and engaging in eWOM communication contribute to the dynamic nature of consumer experiences (Wei et al., 2020). On the other hand, marketers use social media to promote their brands through firm-generated content designed to enhance customers' involvement and engagement. This approach encourages customers to create positive WOM, ultimately driving greater traffic and enhancing brand experiential value. Starbucks is one of the successful global brands that successfully implemented this strategy (Wei et al., 2020). It is also known for its superiority in designing and providing memorable customer experiences (Hwang & Seo, 2016).

Experience plays a critical role in differentiating between reading and generating eWOM. The emotional value derived from reading positive or negative eWOM triggers corresponding positive or negative eWOM creation (Previte et al., 2019). eWOM is categorised as unexpected touchpoints that are beyond the control of the company and contribute to the enhancement of brand experience (Aoki et al., 2019). In addition, it reshapes personal experiences and resolves the inconsistencies between prior brand experiences and eWOM shared in C2C interactions (Izogo et al., 2022). Throughout the customer journey, brand experiences emerge across multiple touchpoints, among which eWOM functions as a critical touchpoint, facilitating favourable brand perceptions and cultivating emotional consumer-brand connections through autonomous peer interactions (Lemon &

Verhoef, 2016; G. Roy et al., 2021; Valmohammadi et al., 2025).

*H1: eWOM has a significant positive impact on online brand experience*

***Online brand experience effects on brand engagement, brand love and brand loyalty***

The expansion of virtual marketplaces, combined with the extensive use of social media from both consumer and company perspectives, along with the integration of AI tools, has heightened the significance of online brand experience. The essence of online experience remains the same, except that brands utilise their online presence as touchpoints to provoke consumers' subjective internal and behavioural responses (Cleff et al., 2018; Quan et al., 2020). In the extant literature, the interrelation between experience and engagement has been addressed over the last decade. Consumer engagement refers to the psychological state resulting from customer experiences and interactions with a focal object and or subject (e.g., a brand, other users, online brand community) (Brodie et al., 2013). This definition reflects engagement's multidimensionality, represented by cognitive, affective, and behavioural (Hollebeek, 2011; Hollebeek et al., 2014; Hughes et al., 2019), while van Doorn et al. (2010) advocate for the unidimensionality of engagement manifested in the behavioural activities. This perspective focuses on both transactional and non-transactional aspects of the

relationship, going beyond purchase to include the company's social media activities. This process is iterative and thus inherently dynamic. Consumer engagement with a brand emerges from cumulative brand experience (Leckie et al., 2016). In experiential marketing, experiences constitute value that reflects intrinsic motivations driving consumer engagement (An & Han, 2020). Mollen and Wilson (2010) proposed that consumers experiencing an online context, a dynamic environmental stimulus, generate a broad spectrum of responses ranging from interactions, immersion, to engagement, which collectively shape their future attitudes and behaviours. Consumers' experience and interaction with digital content on social media develop brand engagement (L. Hollebeek & Macky, 2019).

On social media, consumers are engaging with the branded content they experience (Waqas et al., 2021). Furthermore, Zhang et al. (2017) demonstrated that consumers' social and emotional experiences enhance their participation in online brand communities.

*H2: Online brand experience has a significant positive impact on brand engagement*

The emotional response in this model is presented by brand love, which reflects the sentiment valence and passionate intensity that a satisfied consumer has toward a brand (Carroll & Ahuvia, 2006; Hsu, 2023; Junaid et al., 2019). Brand love is similar to

interpersonal or human love, though it is unidirectional (Bergkvist & Bech-Larsen, 2010); nevertheless, it expresses the intimate relationship between the consumer and the brand. This is demonstrated through strong feelings that ensure a positive attitude (Liu & Yan, 2022) and reflect a more intense emotional response than liking (Carroll and Ahuvia, 2006; Karjaluoto et al., 2016). Brand love occurs across product/brand categories, including both hedonic (Carroll and Ahuvia, 2006; Karjaluoto et al., 2016) and utilitarian types (Bairrada et al., 2018). In the marketing and branding literature, the antecedents of brand love are examined to include brand personality (Liu & Yan, 2022; Roy et al., 2016), brand identification (Bergkvist & Bech-Larsen, 2010), and brand trust (Karjaluoto et al., 2016). Within social media contexts, research demonstrates that social media marketing activities (Algharabat, 2017) and brand community participation serve as critical variables affecting brand love (Coelho et al., 2019). Particularly noteworthy is the social influence whereby the sense of belonging can transform the negative sentiments into positive feelings to ensure conformity with the community (Burnasheva et al., 2019). This phenomenon reflects the normative social influence experienced in brand communities.

The hedonic pleasure experienced on social media through interactions with brands and reflected in the summative effects of positive feelings, fun, excitement and pleasure, elicits the

emotive connection with brands. These memorable experiences result in desirable consumer response and strengthen the emotional ties (Junaid et al., 2019). The affective experience serves as a pivotal catalyst, engendering both romanticised brand delight and heightened brand-related arousal that collectively crystallise into profound brand love (Roy et al., 2013). Consequently, the multidimensional nature of brand experiences shapes emotional brand attitudes through distinct experiential pathways.

*H3: Online brand experience has a significant positive impact on brand love*

Brand loyalty is a long-term desirable response (Chaudhuri & Holbrook, 2001), reflecting both behavioural and attitudinal responses toward the brand (Yoo & Donthu, 2001). It is defined as “a deeply held commitment to rebuy or repatronise a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour” (Oliver, 1999, p.34). Extant literature has confidently established a positive relationship between brand experience and brand loyalty, with scholarly consensus positioning brand experience as a critical antecedent of loyalty formation (Brakus et al., 2009; Chang and Chieng, 2006; Gentile et al., 2007; Mascarenhas et al., 2006), and across digital platforms, including websites (Cleff et al., 2018; Morgan-

Thomas & Veloutsou, 2013; Valmohammadi et al., 2025), social media (van der Westhuizen, 2018; Zollo et al., 2020). Schmitt et al. (2014) argue that the intensity of brand experience can independently predict positive outcomes such as satisfaction and loyalty, irrespective of its valence.

*H4: Online brand experience has a significant positive impact on brand loyalty*

### ***Brand Engagement and Brand Loyalty***

Social media is recognised as a digital ecosystem that cultivates consumer engagement, fostering the development of enduring, long-term relationships (Shawky et al., 2020). Consumer brand engagement is inevitably a relational construct, representing positive experiences and emotional bonding with a brand (Dwivedi, 2015). Consumers consequently develop loyalty intentions toward the preferred brands (Ebrahim et al., 2016) they engage with. Both Dwivedi (2015) and Hollebeek et al. (2014) have associated the consequences of consumer brand engagement with behavioural and relational constructs such as brand usage, purchase intentions and loyalty. The impact of engagement as a unidimensional construct on brand loyalty has also been supported by (France et al., 2016; Helme-Guizon & Magnoni, 2019; Islam & Rahman, 2017). Consumers who interact with brands on social media in an immersive manner are more inclined to develop positive attitudes and establish psychological

connections that underpin brand loyalty (Fernandes & Moreira, 2019).

*H5: Brand engagement has a significant positive impact on brand loyalty*

### ***Brand love and brand loyalty***

The consumer-brand relationship is reinforced by emotional dimensions that deepen and sustain its longevity, with love and passion serving as foundational components. Importantly, the love referenced here transcends transient emotional impulses, embodying instead an enduring relational bond (Fournier, 1998). In general, brand love enhances the understanding of post-purchase behaviours and is associated with brand loyalty (Carroll & Ahuvia, 2006). Brand loyalty is considered a consequence of love, wherein consumers' love for a brand motivates them to maintain an enduring relationship and reinforce strong brand bonds (Algharabat, 2017; Bergkvist & Bech-Larsen, 2010; Coelho et al., 2019).

*H6: Brand love has a significant positive impact on brand loyalty*

### ***The moderating effect of dynamic experience***

This study adopts a holistic perspective in examining the dynamic nature of consumer experiences, which is explored by pairing consistency with its dimensions, namely sensorial,

emotional, cognitive/intellectual, behavioural, and social (Kopetz et al., 2012; Zhang & Chang, 2021). The iterative process of experience sustains engagement and nurtures durable emotional bonds—notably brand love and loyalty—through progressive reinforcement. The experience-engagement process is dynamic, supported by social media interactions among multiple actors (e.g., customers, noncustomers) and objects (e.g., organisation, products, brands). Experiential outcomes are continually formed through these reciprocal exchanges (Dwivedi, 2015; Shawky et al., 2020; Tafesse, 2016), evolving along a tiered perceptual spectrum, from interactions to deep cognitive immersion, and finally engagement (Mollen & Wilson, 2010)

Psychological and consumer behaviour theories such as the Elaboration Likelihood Model (ELM) and Heuristic-Systematic Model (HSM) posit experience as a catalytic mechanism that explains attitude formation and determines the persistence of behavioural outcomes (Rodgers et al., 2005). It is assumed that consumers with well-established experiences stored in memory can readily retrieve these experiences, thereby forming strong attitudes. Consequently, expert consumers, those with extensive, long-term experiential knowledge, tend to exhibit higher levels of brand loyalty (Rodgers et al., 2005; Tynan & McKechnie, 2009).

Brand experience is depicted by its subjective and behavioural aspects, with varying length and strength (Gabisch & Gwebu, 2011; Gentile et al., 2007; Schmitt et al., 2014). In previous

studies, experiences were demonstrated to serve as a moderating variable that can change the valence, nature and strength of relationships extending beyond experiential responses to behavioural outcomes. For instance, Lee (2016) found that the level of knowledge stored in consumers' memory enhances the relationship between cognitive responses during mental engagement and the emotional responses. Accordingly, the effect of competence and autonomy on felt arousal was found to be significant only in the experienced group with a high level of knowledge. Indeed, the level of experience can be denoted by the amount of knowledge stored in consumer memory (Bettman & Park, 1980) or by the time period. Brand love, as an intrinsic cue representing both emotional attachment and positive attitude, motivates consumers to speak well about a brand to others. This relationship is subject to experience, such that consumers with greater experience demonstrate a strong propensity to engage in WOM as an outcome of their love, passion and commitment to the brand (Karjaluoto et al., 2016). Similarly, Liu and Yan (2022) showed that brand love has a positive direct effect on eWOM among social media users, particularly for those with a high willingness to share brand experiences. This effect persists beyond the usage and purchase phases when consumers have high levels of knowledge and information over time. The valence and strength of brand experiences in these studies are reflected by the level of knowledge (Bettman & Park, 1980; Verhoef et al.,

2002), willingness to share (Liu & Yan, 2022) and length or duration of experience (Mollen & Wilson, 2010). Dagger and O'Brien (2010) suggested that service qualities and attributes significantly influence perceptions of satisfaction, trust and commitment. These relational constructs ultimately evolve into loyalty, depending on the duration of the relationship and preference consistency across temporal intervals.

The literature conceptualises consumer experience as a dynamic, multidimensional construct that encompasses not only responses to a firm's offerings but also the consistency of these experiential responses across various phases of the customer journey (Alba & Hutchinson, 1987; Lemon & Verhoef, 2016). Building upon the dynamic experiential responses, capture interactions between experience dimensions and their stability across multiple touchpoints, operationalised through phase and consistency in consumers' experiences (Gabisch and Gwebu, 2011; Mascarenhas et al., 2006; Yu et al., 2020), which enhance brand engagement, foster strong emotional attachment, and eventually lead to a relational outcome.

*H7: The relationship between online brand experience and brand engagement is moderated by the level of consistent experience, such that when the level of experience consistency is low, the online post-purchase experience positive effect on brand engagement is weakened.*

*H8: The relationship between online brand experience and brand love is moderated by the level of consistent experience, such that online post-purchase experience exerts a positive effect on brand love only at a high level of experience consistency.*

*H9: The relationship between online brand experience and brand loyalty is moderated by the level of consistent experience, such that online post-purchase experience exerts a positive effect on brand loyalty only at a high level of experience consistency.*

## **Research methods**

### ***Research context***

Data was collected from active social media users who follow brand pages on Metaverse platforms, including Facebook and Instagram. Eligible participants are those who follow the brand pages of apparel and accessories. Accordingly, a purposive sampling of 234 students enrolled in private and public universities in Egypt was solicited to participate in the study. This type of sample allows for the selection of appropriate respondents who align with the aims and objectives of the study (Campbell et al., 2020). Young audiences are more engaged and inclined to use social media platforms (Alhidari et al., 2015). A link to the survey, administered using Google Forms, was sent to students via WhatsApp, with a request to share it among their colleagues. Based on the statistics provided by CAPMAS, 21% of Egypt's population is aged between 18 and 29 years old, and 89% of this segment are internet users (<https://www.capmas.gov.eg>). From 2022 to December 2024, Facebook and Instagram have been

the most popular social media platforms in Egypt (<https://www.statista.com/statistics/1263755/social-media-users-by-platform-in-egypt/>). The participant pool included 142 females (60.4%) and 92 males (39.6%), aged from 18 to 24 years.

### ***Instrument design***

An online questionnaire was designed using developed measures derived from previous studies. All construct items were examined using a 7-point Likert scale (1-strongly disagree and 7-strongly agree). Podsakoff et al. (2024) guidelines were followed and applied to avoid common method bias, which could affect the validity of the findings, by using clear and concise language. Additionally, the anonymity of the respondents was ensured, as stated in the consent form, which declared that the information gathered and the responses would be used solely for research purposes and would not be shared with any organisation. Participants were first asked to think of a local clothing and apparel brand they prefer and follow it on social media. First, respondents selected a local clothing brand owned by local founders they had experienced. Then, they were asked to recall the time prior to purchase and to rate their responses to eWOM measurement items. This construct was measured using 3 items adapted from Yu et al. (2020). In the second part of the questionnaire, respondents were asked to rate their post-purchase experiences with the selected brand. Online brand experience

was treated as a second-order construct with five aspects constituting the first-order indicators: sensorial experience, emotional experience, cognitive experience, social experience and behavioural experience. All the aspects were measured using three items and adapted from (Brakus et al., 2009), while the fifth aspect, measuring consumer-related/behavioural experiences, was adapted from (Ebrahim et al., 2016). To assess the level of experience consistency in the post-purchase stage, 3 items used were developed by Mascarenhas et al. (2006), Schmitt (1999) and Yu et al. (2020). A unidimensional scale is used to measure brand engagement; it consists of four items developed by France et al. (2016). The unidimensional scale of brand engagement was used in other studies as well (e.g., Abbasi et al., 2024; Junaid et al., 2019). Brand love was gauged using the five items adopted by Junaid et al. (2019), which were originally developed by Carroll and Ahuvia (2006). Finally, brand loyalty covers three items from Yoo and Donthu (2001).

### ***Data analysis and results***

#### ***Common method bias***

To assess the factorability of the data, Bartlett's test of sphericity and Kaiser-Meyer-Olkin (KMO) were assessed using SPSS 29. The results showed the significance of the Bartlett's test ( $p < 0.001$ ), and the value of the KMO index exceeded the cutoff point of 0.6 (Tabachnick et al., 2007). Common method bias was then observed, as the data was collected from a single

source. Harman's single-factor analysis was run to identify the potential for CMB in the data. The results showed that all the observed variables loaded onto a single factor with variance below 50% (Podsakoff et al., 2003).

### ***Assessing the reflective measurement model***

PLS-SEM (SmartPLS4) was used to analyse the data due to its suitability for assessing cause-effect relationships using both reflective and formative measurement models (Hair et al., 2019). In this study, online brand experience is conceptualised as a second-order construct measured by five experiences (sensorial, emotional, cognitive, behavioural, and social). Therefore, the first step in reflective measurement assessment involves examining the factor loading. All loadings exceeded 0.708, as recommended, indicating that the construct explains more than 50% of the indicator's variance. Internal consistency was then evaluated using Cronbach alpha and composite reliability (CR). The reliability values were satisfactory, both above 0.7. The second step involves assessing validity by examining convergent and discriminant validity. Convergent validity was confirmed with AVE values greater than 0.5, while discriminant validity was assessed using the Fornell-Larcker criterion and HTMT (Hair et al., 2014; Kock, 2015).

According to Sarstedt et al. (2019), the final assessment model with latent variable scores and higher-order construct was

assessed for reliability and convergent validity, fulfilling the required criteria. The outer loading of three dimensions - sensorial experience, emotional experience and social experience - exceeded 0.7, while the loadings for cognitive and behavioural experiences fell below the cut-off point and were subject to elimination. Additionally, the reliability and validity between the higher-order construct and lower-order construct were assessed, demonstrating satisfactory values that met the threshold identified by Hair et al. (2014). Table 2 shows the values of the final measurement model.

Discriminant validity of the higher-order constructs relative to lower-order constructs was examined. The square root of each construct's AVE exceeded the correlations with other constructs, and the HTMT ratios remained below the threshold of 0.85 (Benitez et al., 2020), as shown in tables 3 and 4, respectively.

**Table 2: Measurement model reliability and validity test**

Construct	Item description	Factor loading	$\alpha$	CR	AVE
eWOM	eWOM1: The WOM information and shared experiences of this brand provide me with something I have never paid attention to before.	0.852	0.841	0.874	0.756
	eWOM2: The WOM information about this brand provides some perspectives that are different from those collected from elsewhere.	0.841			
	eWOM3: The WOM information about this brand on social media has helped me.	0.914			
Online Brand Experience			0.70	0.718	0.620
	Sensorial experience	0.865			
	SENX1: The brand makes a strong impression on my senses.	0.869	0.889	0.894	0.820
	SENX2: The brand is interesting in a sensory way.	0.943			
	SENX3: The brand is appealing to my senses.	0.902			
	Emotional experience	0.752			

	EMOX1: I have strong emotions toward this brand.	0.872	0.815	0.819	0.731
	EMOX2: The brand induces feelings.	0.891			
	EMOX3: This is an emotional brand.	0.799			
	<b>Cognitive experience</b>	0.324	0.845	0.858	0.762
	COGX1: The brand makes me think.	0.851			
	COGX2: The brand stimulates my curiosity.	0.889			
	COGX3: The brand enhances my understanding of the product category.	0.879			
	<b>Social/relate experience</b>	0.751	0.904	0.905	0.839
	RELX1: This brand relates me to other people.	0.924			
	RELX2: I am part of the brand community.	0.894			
	RELX3: The brand interactions associate me with people who are similar to me.	0.930			
	<b>Behavioural/Act experience</b>	0.142	0.811	0.897	0.725
	BEHX1: This brand is action-oriented.	0.763			
	BEHX2: This brand reminds me of activities I can do.	0.927			
	BEHX3: I am open to talking to people about this brand.	0.856			
<b>Consistent Experience</b>	CONX1: The brand provides a consistent experience across its multiple channels.	0.947	0.896	0.924	0.829
	CONX2: My experience with this brand is enduring.	0.837			
	CONX3: The brand experience is consistent across different online platforms.	0.943			
<b>Brand Love</b>	BLOV1: This is a wonderful brand	0.927	0.957	0.957	0.852
	BLOV2: This brand makes me feel good.	0.919			
	BLOV3: This brand makes me feel happy.	0.925			
	BLOV4: This brand is a delight.	0.924			
	BLOV5: I am passionate about this brand.	0.921			
<b>Brand engagement</b>	ENG1: When dealing with the brand, I am deeply engrossed.	0.884	0.935	0.941	0.836
	ENG2: I am immersed in my online interactions with the brand.	0.930			
	ENG3: When interacting with the brand, I want to know more about it.	0.920			
	ENG4: I am motivated to participate in activities related to the brand.	0.923			
<b>Brand loyalty</b>	LOY1: I consider myself loyal to this brand.	0.917	0.923	0.951	0.866
	LOY2: I would not buy other brands if this brand is available	0.927			
	LOY3: I will recommend the brand to others.	0.948			

**Table 3: Fornell and Larcker's criterion (Discriminant validity)**

	BLOV	CONX	ENG	LOY	Online EXP	eWOM
BLOV	<b>0.93*</b>					
CONX	-0.536	<b>0.910*</b>				
ENG	0.247	-0.219	<b>0.914*</b>			
LOY	0.227	-0.136	0.167	<b>0.931*</b>		
Online EXP	0.013	-0.074	0.154	0.011	<b>0.788*</b>	
eWOM	0.231	-0.148	0.120	-0.002	0.225	<b>0.870*</b>
*√AVE						

**Table 4: HTMT ratio**

	BLOV	CONX	ENG	LOY	Online EXP	eWOM
BLOV						
CONX	0.572					
ENG	0.259	0.231				
LOY	0.240	0.137	0.170			
Online EXP	0.066	0.117	0.193	0.087		
eWOM	0.254	0.166	0.129	0.062	0.281	

### *Assessing the structural model*

The satisfactory assessment of the measurement model qualifies it for structural model evaluation. However, before proceeding, a collinearity test was conducted. All constructs had low VIF scores ranging from 1 to 1.460, which is below the threshold of 3, indicating that multicollinearity is not a problem (Becker et al., 2015). To assess the structural model, bootstrapping with 5,000 subsamples was used. The overall model fit was supported with the SRMR value falling below the threshold of 0.08 (Benitez et al., 2020). Finally, the Q2 values for the endogenous variables were above 0, thereby validating the predictive relevance accuracy (Hair et al., 2019).

**Hypotheses testing** – the estimated standardised path coefficient for the hypotheses and their significance are reported in table 5. The conceptual model consists of one exogenous variable (eWOM) and four endogenous variables (online brand experience, brand engagement, brand love and brand loyalty). The hypothesised effect of eWOM on online brand experience was supported (H1:  $\beta = 0.224, t = 3.461, \rho < 0.000$ ), accepting H1. The second hypothesis assumes that online brand experience positively affects brand engagement, and the results revealed that (H2:  $\beta = 0.152, t = 2.103, \rho < 0.000$ ), thus supporting H2. H3 and H4 predicted the positive effects of online brand experience on brand love and brand loyalty, respectively. However, the path coefficients were found to be insignificant (H3:  $\beta = -0.009, t = 0.156, \rho > 0.05$ ) and (H4:  $\beta = 0.013, t = 0.002, \rho > 0.05$ ). Therefore, both hypotheses were rejected. Brand engagement significantly influences brand loyalty (H5:  $\beta = 0.114, t = 1.680, \rho < 0.05$ ), thus supporting H5. Finally, brand love had a significant positive impact on brand loyalty (H6:  $\beta = 0.177, t = 2.517, \rho < 0.05$ ); thus, H6 was accepted.

Table 5: Hypotheses testing

Hypotheses	Original sample	t-statistics	p-value	Decision/ Result
H1: eWOM $\rightarrow$ Online brand experience	0.224	3.461	0.000	Supported
H2: Online brand experience $\rightarrow$ Brand engagement	0.152	2.103	0.018	Supported
H3: Online brand experience $\rightarrow$ Brand love	-0.009	0.156	0.434	Unsupported
H4: Online brand experience $\rightarrow$ Brand loyalty	0.013	0.002	0.499	Unsupported
H5: Brand engagement $\rightarrow$ Brand loyalty	0.114	1.680	0.046	Supported
H6: Brand love $\rightarrow$ Brand loyalty	0.177	2.517	0.006	Supported

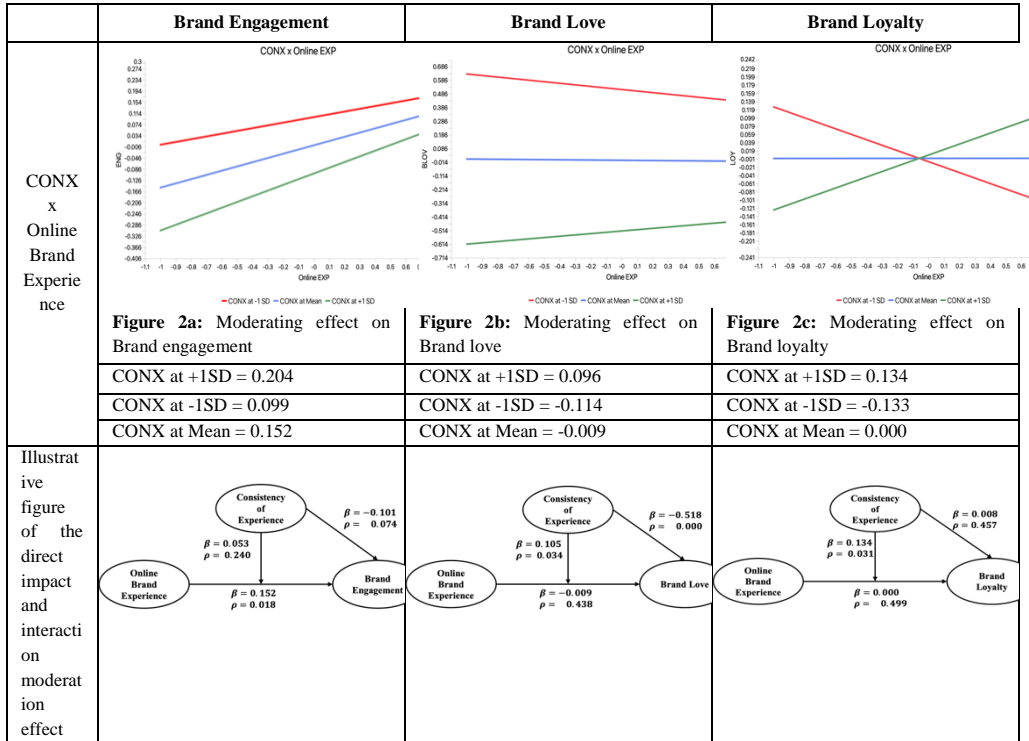
***Moderation results*** – the moderation effect addresses the significance, magnitude and nature of the relationship between the predictor (X) and the criterion variable (y) (Hayes & Montoya, 2017). According to Henseler and Fassott (2010), the significance of a moderator can be established independently of the path coefficient between the predictor and the criterion variables. Consequently, the moderating effects of the level of experience consistent in the post-purchase stage on the relationship between online brand experience and consistent experience on brand engagement (H7), brand love (H8), and brand loyalty (H9) were measured. Table 6 summarises the results, and graphical representations are provided in figure 2(a, b and c) to depict the results. The moderating effect of consistent experience was measured using the PLS product-indicator approach, which is highly recommended for reflective models (Chin et al., 2003).

The results yield that the moderating effect of consistent experience on brand engagement is insignificant  $p\text{-value} = 0.234$ ; therefore, H7 is rejected. While for the other two paths, the moderating effect of consistent experience on brand love and brand loyalty was significant with  $p\text{-value} = 0.033$  and  $0.031$ , respectively. Thus, both H8 and H9 were supported; however, the effect of size  $f^2$  is deemed to be small but still meaningful, as the results indicated that  $f^2$  Brand love =  $0.014$  and the  $f^2$  Brand loyalty =  $0.017$ . Cohen (2013) has suggested that the effect size

$f^2$  can be interpreted as small (0.02), medium (0.15), and large (0.35). The plotted graphs indicate that the moderating effect between consistent experience and online brand experience is weakly associated with brand love, figure 2b. As illustrated in figure 2c, the moderating effect of consistent experience is supported, wherein at high levels of consistent experience, online brand experience is associated with increased brand loyalty (CONX +1 SD). Whereas, if the level of consistent experience is low (CONX-1 SD), online brand experiences are associated with lower brand loyalty.

**Table 6: Results of the moderating effects of consumers' consistent experiences.**

Hypotheses	$\beta$	<i>t-statistics</i>	<i>p-value</i>	Result
H7: Dynamic Experience x Online Brand experience) → Brand engagement	0.053	0.711	0.234	Unsupported
H8: Dynamic Experience x Online Brand experience) → Brand love	0.105	1.813	0.034*	Supported
H9: Dynamic Experience x Online Brand experience) → Brand loyalty	0.134	1.853	0.031*	Supported
*Significant level 95%				



## Discussion and implications

This research extends extant literature by offering a holistic understanding of consumer brand experience. By focusing on the consumer experiential aspects to represent the subjective and behavioural responses toward brand-related stimuli. To consider the dynamic nature of consumer brand experiences in interactive context like social media platforms, the two attributes of consistency and phase defined by (Yu et al., 2020) were considered. It adopts the Stimulus-Organism-

Response Model to test the relationships between eWOM as an antecedent to online brand experience, which in turn will affect consumer brand engagement, brand love and brand loyalty.

Through hypotheses testing, the positive influence of eWOM on online brand experiences was supported, consistent with the findings in the previous studies of Lemon & Verhoef (2016), Roy et al. (2021) and Valmohammadi et al. (2025). eWOM is an important stimulus on digital platform, a source of information that allow consumers specially for new brands to gain familiarity and recognise the brands and shape consumer brand experience in different social media platforms (Rahman & Mannan, 2018). This uncontrolled and unexpected touchpoint contributes to consumer online experiences in the pre-purchase phase of the customer journey. The eWOM shared on social media tends to be associated with trust (Seo et al., 2020). It is assumed that the developed experience cultivated from shared information and opinions of consumers on social media tends to be more consistent and enduring. Furthermore, this lends support to studies which suggest that eWOM acts as a critical antecedent to perceived value, particularly salience in shaping emotional value, a core dimension that constitutes other facets of value (Previte et al., 2019). Throughout the customer journey, brand experiences emerge across multiple touchpoints, among which eWOM functions as a critical touchpoint, facilitating favourable brand perceptions and cultivating emotional consumer-brand

connections through autonomous peer interactions.

In line with prior research, the relationship between online brand experience and brand engagement is demonstrated. Waqas et al. (2021) found that in an online brand community consumers interacting with branded content on social media generate unique experiential value that heightens engagement. Moreover, the positive significant impact of emotional/sensorial and social dimension of brand experiences on brand engagement was demonstrated in the study of Zhang et al. (2017), consumers demonstrate a heightened propensity for brand engagement when exposed to interactive brand stimuli with this effect being particularly pronounced in the context of hedonic product categories. In these instances, sensory and emotional experiential dimensions emerge as particularly potent drivers of affective engagement. Contrarywise, for utilitarian product offerings, cognitive and action-oriented experiential elements predominate in shaping cognitive engagement outcomes (Merrilees, 2016). This study is focusing on clothing and fashion industry which are perceived as hedonic products (Kim & Lennon, 2010). While the early study of Mollen and Wilson (2010) treated experiences at an aggregate level and demonstrated engagement as an experiential outcome.

Inconsistent with previous research, the results did not support the significant impact of online brand experience on brand love. Consumers' emotional responses and social responses, captured

from the sense of belonging in an online brand community, reflect their positive attitudes, satisfaction and elicit the emotional connection and ties with the brands (Burnasheva et al., 2019; Carroll & Ahuvia, 2006; Hsu, 2023; Junaid et al., 2019). In addition, in the extant literature the positive influence of online brand experience on brand loyalty is well established and demonstrated; however, the results did not support this relationship; The two experiential responses, emotional/sensorial and social, examined in the proposed model in this study show insignificant impact on both brand love and brand loyalty. In the context of social media, consumers interact more with local brands than non-local brands to develop trust; accordingly, emotional response by itself is insufficient to generate brand loyalty for local brands (Hasan & Sohail, 2021). In the same context, Rahman & Mannan, (2018) suggested that consumer brand familiarity of local clothing brands mediates the relationship between online brand experience and consumer purchase decision.

Brand engagement and brand love are both recognised as antecedents of brand loyalty, aligning with the findings of prior research. Immersive interactions with brands on social media encourage consumers to form positive attitude that underpin brand loyalty (Fernandes & Moreira, 2019). In the post purchase phase, brand love motivates consumers to maintain strong emotional ties and build long-term enduring relationship with the

brand (Carroll & Ahuvia, 2006).

The moderating effect of consistent experience was measured, the results suggested that the relationship between online brand experience and brand engagement is not moderated by consistent experience; while the relationships between online brand experience, and brand love and brand loyalty are contingent to consistent experience. Research evidence suggests that brand love is a long-term, satisfactory relationship with the brand. Accordingly, the emotional consumer-brand bond reflects cumulative satisfaction or delight, characterised by heightened excitement and enjoyment derived from brand experiences (Roy et al., 2013). This contributes to the prior research, it defines the role of experience by demonstrating that brand love influence on subsequent consumer behaviour is contingent upon experience duration (Karjaluoto et al., 2016). Furthermore, Schmitt et al. (2014) support that experience intensity, regardless of valence, drives long-term brand outcomes, with even neutral/negative strong experiences fostering enduring consumer responses. Therefore, the empirical results demonstrate the pivotal role of the of consistent experience in moderating the relationship between post-purchase online brand experience, brand love and brand loyalty. Accordingly, a consistent experience indicates that the consumer's online brand experience is dynamic, and its persistence fosters the development of emotional attachment and future purchase decisions. Hence, consumers of local clothing

and fashion brands are expecting the same positive experiences to interact with the brand in the same manner (Rahman & Mannan, 2018).

### ***Theoretical implications***

This study makes a significant contribution to the literature by enriching the understanding of online brand experience as a dynamic and multifaceted phenomenon. While customer experience has gained considerable academic attention in recent years, consumers are increasingly exposed to an overwhelming volume of brand-related stimuli across digital platforms. This has created an environment of experience clutter, where consistency becomes essential for meaningfully shaping consumer perception and behaviour. While previous research has examined the duration (e.g., Dagger and O'Brien, 2010; Mollen and Wilson, 2010) and valence or intensity (Carroll and Ahuvia, 2006; Hsu, 2023; Junaid et al., 2019) of brand experiences, the dynamic attribute of experience has been largely overlooked. This study addresses that gap by examining the moderating of consistent experience on the relationship between online post-purchase brand experience, and brand engagement, brand love and brand loyalty. The model focuses on the role of eWOM in the pre-purchase stage and examines the consequences of online brand experience in the post-purchase stage, along with its consistency; thus, accentuate its dynamic nature. This study

provides empirical support for the proposition of Schmitt et al. (2014), who argued that valence alone is not sufficient to generate desirable brand outcomes. Instead, it identifies consistency, the dynamic nature of experience, as an alternative pathway through which online brand experience contributes to consumer–brand relationships.

In the context of clothing brand in a developing country, the study provides a new perspective and measure the effectiveness of eWOM as a source of information in the pre-purchase to shape consumer online brand experiences. Furthermore, these post-purchase experiences foster consumer to engage and interact more with local brand on social media platforms. However, depending on the consistency and coherence of these experiences' consumers will not develop long-term relationship with local brands. When experiences are delivered consistently across touchpoints, they significantly strengthen brand loyalty. In contrast, when consistency is low, even a high degree of online engagement fails to foster enduring attitudinal and behavioural loyalty. In some cases, inconsistent brand signals may even undermine loyalty.

### ***Managerial implications***

The proposed framework facilitates brand managers' understanding of the consumer experience-engagement model within the digital landscape, with particular emphasis on local clothing brands on social media platforms. It sheds light on the imperative of assessing the sustainability of consumer experiences, which in turn informs the strategic development of stimuli designed to effectively evoke and maintain these experiences. Consequently, social media marketing managers are enabled to refine and adapt their tactics by recognising the pivotal role of dynamic experiences and fostering engagement that drives positive outcomes and nurtures long-term customer relationships. This study advances the practical operationalisation of customer experience on social media by acknowledging its inherently dynamic nature and emphasising the importance of consistency and phase alignment with online brand experience dimensions. Such an approach equips practitioners to identify and implement targeted social media marketing strategies aimed at cultivating and measuring customer engagement. Furthermore, the study underscores the critical role of dynamic experiences in forging sustained relationships that extend beyond simple interactions between consumers and brands, stressing the necessity for consistency across various phases and multiple social media platforms.

For local clothing and fashion local brands manager, they need to encourage the generation of informative online reviews, content and posts through eWOM. Consumers perceive it as a valuable source of information, especially for new local brand with which they may be unfamiliar with. In the post purchase stage, where consumers purchase the brand, and are forming direct experiences while engaging online with the brand, managing the coherence and consistency of these experiences is important to enhancing their positive impact. Consistent experiences are significant for positioning the brand and enhancing its enduring value.

### ***Limitations and recommendations for future research***

Although this study offers several valuable contributions, it is not without limitations. While our sample included users of Metaverse platforms such as Facebook and Instagram, future research should incorporate additional platforms to provide a more comprehensive understanding. Furthermore, subsequent studies should investigate the influence of age on the dynamic nature of consumer experiences. Additionally, the sample was drawn exclusively from Egypt, a context that is both relevant and insightful for examining consumer engagement on social media. However, there is a need to replicate this research in diverse cultural settings to generalise the findings. Finally, this study focuses on local clothing and fashion brands; however, future

research could extend the analysis to other product types in order to assess the role of involvement level and product category.

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