

Brand Experience to Loyalty: The Mediating Effects of Brand Love and Trust among Car Owners in India

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Abstract

This study investigates the impact of brand experience on brand loyalty, with a particular focus on the mediating roles of brand trust and brand love, and the moderating effect of age. Drawing on a structured survey of 380 respondents, the study employs structural equation modeling (SEM) to examine the proposed relationships among sensory, affective, intellectual, and behavioral dimensions of brand experience and their influence on consumer–brand relationships. The findings reveal that brand experience significantly and positively affects brand trust and brand love, which in turn enhance brand loyalty. Among the mediators, brand love demonstrates a stronger influence on loyalty compared to brand trust, highlighting the importance of emotional attachment in driving consumer behavior. The results also confirm partial mediation effects, indicating that brand experience impacts loyalty both directly and indirectly through cognitive and emotional pathways. Furthermore, multi-group analysis shows that age significantly moderates these relationships, with younger consumers being more influenced by experiential and emotional factors, while older consumers rely more on trust. The study contributes to the existing literature by integrating experiential, cognitive, and emotional constructs into a unified framework and offers practical implications for marketers seeking to build strong and enduring customer relationships.

Keywords Brand Experience, Brand Trust, Brand Love, Brand Loyalty, and Structural Equation Modeling.

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Introduction

India's automobile industry in Chennai with the manufacture of motor cars, diesel engines and steam passenger buses, the industry has grown steadily. A number of automobile and auto components manufacturing plants have been established since then earning Chennai the sobriquet the "Detroit of India". During the 1990s and early 2000s, Tamil Nadu witnessed the second wave of the "automobile boom". Currently, there are 6 car manufacturers located around Chennai including Ford, Hyundai, Renault, Nissan, Mitsubishi and BMW. (Tamil Nadu Automobile and Auto Components Policy 2014). Luxury has played an important role throughout human history, having an impact on consumers' habits and aspirations regardless of their social status (Jhamb et al., 2020). Brand love is treated as an affective bond that translates positive experience into loyalty in several studies, drawing on love-related theory to explain affect-driven loyalty formation. (Bertina Sjabadhyni, Martina Dwi Mustika, Kinanti Alvani Pane, Deepraj Kaur & Alvin Eryandra, 2019) As a part

of brand management, many companies attempt to promote their product by providing consumers with their experiences before purchasing the product. They do it to develop trust and loyalty. For example, companies may give a gift card or free products to consumers on the street or inside shopping malls and design the product that is relevant to current trends, issues, or events. People tend to be willing to try products that are offered if they are free or have a unique design. Previous studies discover that the experience of using the product increases the loyalty of consumers (Brakus, Schmitt, & Zarantonello, 2009; Zarantonello & Schmitt, 2010)

This research argues that consumers may not only purchase the product as a result of previous positive experiences. There are more individual factors that lead consumers to purchase the product. This argument is addressed explicitly through Brand Love and Trust who tend to be loyal by customer (Lambert-Pandraud, Laurent, & Lapersonne, 2005) in South India. This study will investigate the factors that influence the positive brand experiences of them to be

loyal to the product. For this reason, the researchers believe that using deductive research approach is appropriate to explain the relationship between brand experience and customer loyalty. The idea of selling experiences has become an exciting marketing topic regarding how brands across certain areas invest and usually not interested in competitors'

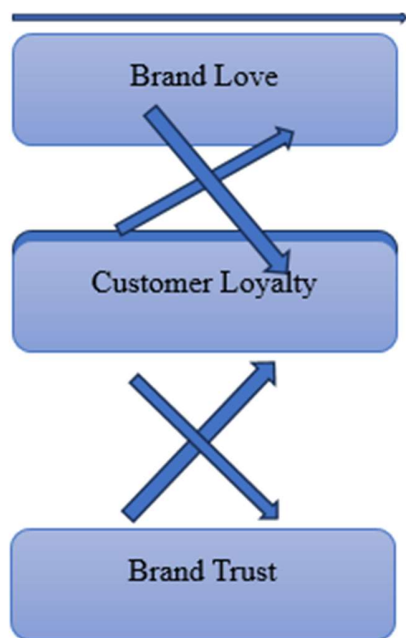


Figure 1. Model of Research

As shown in the model (Figure 1), brand affect and general affectivity are differentiated. This is to measure affectivity as a result of self-evaluation and the automatic activation of the cognitive representation of emotions (Quirin, Kazén, & Kuhl, 2009). In consumer behavior research, brand affect is an emotional response that may occur after consumers use a product. It is often used to measure the affection of consumers toward a product (Afif et al., 2015; Chaudhuri & Holbrook, 2001). In psychological science, affection is an interpretation of emotion from an individual's perception, information process, and knowledge, which is related to their positive or negative perception of an object (Huitt & Cain, 2005). Every individual processes information differently or has different perceptions of an object. This may influence their attitudes, behaviors, and decisions (Cohen, Pham, & Andrade, 2015; Dick & Basu, 1994; Liu & Zhou, 2009). Therefore, this research argues that measuring affectivity in different ways can improve the interpretation of the effect of affectivity on the relationship between brand experience and brand loyalty

Literature Review

create unique experiences to strengthen their business and maintain their existence (Han, Lee, Song, Lee, & Bee-Lia Chua 2019). Maintaining customer loyalty will significantly impact the continuity of a brand's performance (Huang, 2017). Loyal customers are

Currently, consumers expect a more numerous varieties of purchasing and consumption experiences (Ave, Venter, Mhlophe 2015; Kuczamer-Kłopotowska, 2017). Additionally, Kim and Jung (2018) stated that modern consumers from Gen Z and Gen Y are more interested in unique sensory experiences presented by the brand (Jang and Lee, 2019). Huang (2017) and Ferreira et al., (2019) stated that sensory experiences had become the main driving factor for the emergence of brand love. This sensory experience is proven to have a cognitive aspect representing the customer's psychological reaction. This reaction appears positively due to the high consumer love toward certain brands (Garg et al., 2015; Sarkar et al., 2019). Sensory experience is also an essential aspect that significantly affects customer trust. This appears through the functional benefits of a brand's products and services that lead to its customers' satisfaction level (Sarkar et al., 2019; Xie et al., 2017).

Brand love has been considered to be one factor that causes the emergence of young consumers' emotional elements (Huang, 2017). Positive emotional relationships that occur between consumers and a brand are proven to produce long-term, positive relationships (Sarkar et al., 2019). This relationship can be seen from consumer willingness to continue to use the same brand and disseminate the positive word of mouth (Ferreira et al., 2019; Garg et al., 2015; Legendre et al., 2019; Nikhashemi et al., 2019). Brand trust refers to consumers' perceptions of a brand's reliability and responsibility for providing a sense of security and comfort to consumers (Huang, 2017) to get positive feedback, such as customer satisfaction. Brand trust is regarded as the primary determining factor that plays an essential role in building long-term relationships between young consumers and brands (Menidjel et al., 2017; Veloutsou, 2015). If this positive trust is well maintained, consumers will repurchase certain products and services from the same brand (Frasquet et al., 2017; Huang, 2017).

In this study, two mediating variables have indicated that there are two important routes in the brand resonance pyramid. The first route includes brand trust as the rational aspect, and the second route shows brand love as the emotional aspect. There are several reasons for the selection of brand trust and brand love as mediators to brand loyalty. In several previous

studies, these two mediators have been proven to represent rational and emotional components in their influence on the quality of the relationship between consumers and brands (Ferreira et al., 2019; Garg et al., 2015; Huang, 2017; Sarkar et al., 2019; Xie et al., 2017).

Next, brand trust is the long-term relationship between the consumer and the brand. The consumer believes that a brand is reliable and provides the product they offer (Afif et al., 2015; Chaudhuri & Holbrook, 2001). Many previous studies discover that brand trust is one solid antecedent of brand loyalty (Kim, Yoon, & Yan, 2015; Matzler, GrabnerKräuter, & Bidmon, 2008; Mishra, Kesharwani, & Das, 2016; Sahin, Zehir, & Kitapci, 2011). People who trust a brand can develop a positive attitude toward the product, which transmits a positive attitude to other people (Matzler, Grabner-Kräuter, & Bidmon, 2008). It is argued that older consumers who have a positive attitude toward a brand tend to have greater trust in the brand. They transmit their trust in the brand to other people and make them a loyal consumer. Aside from brand loyalty, brand trust is also positively related to brand experience (Ha & Perks, 2005; Singh, Iglesias, & Batista-Foguet, 2012; Shimp, Carolina, & Madden, 1988). A positive experience may improve the trust of the consumer when they are familiar with the product (Ramaseshan & Stein, 2014). When consumers do not know what they should purchase, in a risky and uncertain situation, they tend to purchase a product they trust (Moorman, Zaltman, & Deshpande, 1992).

Method

The automobile sector is a highly suitable context for examining the relationship between brand experience, brand love, brand trust, and customer loyalty, particularly in a metropolitan city like Chennai, which is widely recognized as the “Detroit of India.” Chennai hosts major automobile manufacturers and has a large base of car owners, making it an ideal setting for this study. The study employed a non-probability convenience sampling technique to collect data from customers in Chennai, India, as it is widely used in consumer behavior and branding research where a complete sampling frame is unavailable and respondents must have prior brand experience (Malhotra, 2019). Convenience sampling is considered appropriate for exploratory and explanatory studies focusing on theory testing rather than population estimation (Hair et al., 2019). A total sample size of 380 respondents was obtained, which exceeds the minimum requirements for Partial Least Squares Structural Equation Modeling (PLS-SEM). According to the 10-times rule, the minimum sample size should be ten times the maximum number of

structural paths pointing at any construct in the model (Hair et al., 2017).

In the present study, the maximum number of paths directed at a single construct (customer loyalty) is three, indicating a minimum required sample of 30. A total of 380 questionnaires were collected during the survey period. Before the questionnaire distribution, a pretest involving 50 respondents was conducted to assess the feasibility of research instruments. Moreover, larger sample sizes are recommended for mediation analysis to enhance statistical power and result stability (Hair et al., 2022). Therefore, a sample size of 380 is considered robust and adequate for testing the proposed mediation model using SmartPLS. Reliability was evaluated using Cronbach’s alpha and composite reliability.

Result

Table 1 Characteristics of the Survey Respondents

Demographic characteristics	Sub-characteristics	Frequency (n=380)	Percentage (%)
Gender	Male	248	65.3
	Female	124	32.6
	Others	8	2.1
Age	Below 25	58	15.3
	25–35	142	37.4
	36–45	108	28.4
	Above 45	72	18.9
Monthly Income (₹)	Below 30,000	96	25.3
	30,000–60,000	162	42.6
	Above 60,000	122	32.1
Occupation	Student	119	31.3
	Employee	102	26.8
	Self-employed	63	16.6
	Freelance	50	13.2

	Unemployed	46	12.1
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Table 1 presents the demographic profile of the respondents (N = 380). The distribution indicates that a majority of the respondents were male (65.3%, n = 248), followed by female respondents (32.6%, n = 124), while a small proportion identified as others (2.1%, n = 8). This reflects a predominance of male participants in the sample. In terms of age, most respondents belonged to the 25–35 age group (37.4%, n = 142), followed by those aged 36–45 (28.4%, n = 108). Respondents below 25 years accounted for 15.3% (n = 58), whereas those above 45 years constituted 18.9% (n = 72). This distribution suggests that the sample is largely composed of individuals within economically active age groups. Regarding monthly income, the largest proportion of respondents reported earning between ₹30,000 and ₹60,000 (42.6%, n = 162), followed by those earning above ₹60,000 (32.1%, n = 122). Respondents earning below ₹30,000 represented 25.3% (n = 96), indicating a concentration within the middle-income category.

With respect to occupation, students formed the largest segment (31.3%, n = 119), followed by employees (26.8%, n = 102). Self-employed respondents accounted for 16.6% (n = 63), freelancers for 13.2% (n = 50), and unemployed individuals for 12.1% (n = 46). This highlights a diverse occupational distribution, with a notable representation of students and working professionals.

Table 2 Construct Reliability and Validity Statistics

Model Construct	Measurement Item	Factor Loading (λ)	AVE	Cronbach's α	CR
SENSOR Y	SE1	0.820			
	SE2	0.890	0.644	0.847	0.898
EXPERIENCE (SE)	SE3	0.881			
AFFECTIVE	AE1	0.881			
	AE2	0.900	0.763	0.848	0.906

EXPERIENCE (AE)	AE3	0.837			
INTELLECTUAL	IE1	0.848			
	IE2	0.878	0.688	0.774	0.868
EXPERIENCE (IE)	IE3	0.756			
BEHAVIORAL	BE1	0.858			
	BE2	0.902	0.738	0.822	0.894
EXPERIENCE (BE)	BE3	0.814			
BRAND TRUST (BT)	BT1	0.807			
	BT2	0.866	0.723	0.872	0.912
	BT3	0.866			
	BT4	0.860			
BRAND LOVE (BL)	BLV1	0.821			
	BLV2	0.807			
	BLV3	0.821	0.640	0.860	0.899
	BLV4	0.796			
	BLV5	0.754			
BRAND LOYALTY (BL)	BLY1	0.823			
	BLY2	0.833	0.639	0.812	0.876
	BLY3	0.805			

	BLY4	0.732			
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The measurement model was evaluated using factor loadings, Average Variance Extracted (AVE), Cronbach's alpha (α), and Composite Reliability (CR) to assess reliability and convergent validity (see Table 2). The factor loadings for all measurement items exceeded the recommended threshold of 0.70, ranging from 0.732 to 0.902, indicating satisfactory item reliability. Specifically, the constructs of sensory experience (SE), affective experience (AE), intellectual experience (IE), and behavioral experience (BE) demonstrated strong loadings across their respective indicators, confirming the adequacy of the measurement items. Convergent validity was assessed using AVE values, all of which exceeded the minimum threshold of 0.50. The AVE values ranged from 0.639 to 0.763 across constructs, indicating that a substantial proportion of variance is captured by the constructs relative to measurement error. Among the constructs, affective experience (AE) exhibited the highest AVE (0.763), suggesting strong convergent validity.

Table 3 Structural Model Results and Hypothesis Testing

Hypot he sis	Struct ural Path	Path Coeffi cient (β)	t- val ue	p- val ue	Resul t
H1	Brand Experi ence → Brand Trust	0.482	9.876	< 0.001	Suppo rted
H2	Brand Experi ence → Brand Love	0.519	10.432	< 0.001	Suppo rted
H3	Brand Trust → Brand Loyalt y	0.298	6.214	< 0.001	Suppo rted

H4	Brand Love → Brand Loyalt y	0.421	8.965	< 0.001	Suppo rted
H5	Brand Experi ence → Brand Loyalt y	0.184	3.742	< 0.001	Suppo rted

The structural model was evaluated to examine the hypothesized relationships among brand experience, brand trust, brand love, and brand loyalty. The results of the hypothesis testing, including path coefficients (β), t-values, and p-values, are presented in Table 3.

The findings indicate that brand experience has a significant and positive effect on brand trust ($\beta = 0.482$, $t = 9.876$, $p < 0.001$), supporting H1. This suggests that enhanced consumer experiences with a brand contribute significantly to building trust. Similarly, brand experience was found to significantly influence brand love ($\beta = 0.519$, $t = 10.432$, $p < 0.001$), supporting H2. This highlights the importance of experiential factors in fostering emotional attachment toward the brand. Further, brand trust has a positive and significant impact on brand loyalty ($\beta = 0.298$, $t = 6.214$, $p < 0.001$), supporting H3. This indicates that consumers who trust a brand are more likely to remain loyal to it.

Table 4 Discriminant Validity Assessment

Ite m	SE	AE	IE	BE	BT	BL V	BL Y
SE 1	0.820	0.417	0.260	0.004	0.077	0.173	0.305
SE 2	0.890	0.489	0.284	0.219	0.165	0.190	0.272
SE 3	0.881	0.491	0.269	0.058	0.059	0.262	0.336
AE 1	0.496	0.881	0.217	0.065	0.038	0.269	0.234
AE 2	0.447	0.900	0.177	0.168	0.320	0.362	0.397

AE 3	0.497	0.837	0.240	0.186	0.095	0.285	0.305
IE1	0.336	0.345	0.848	0.265	0.218	0.299	0.309
IE2	0.197	0.151	0.878	0.302	0.260	0.291	0.330
IE3	0.258	0.078	0.756	0.195	0.169	0.182	0.277
BE 1	0.143	0.143	0.318	0.858	0.298	0.306	0.306
BE 2	0.217	0.213	0.345	0.902	0.310	0.353	0.348
BE 3	-0.010	0.074	0.120	0.814	0.251	0.278	0.369
BT 1	0.078	0.036	0.295	0.285	0.807	0.452	0.453
BT 2	0.074	0.215	0.214	0.409	0.866	0.562	0.439
BT 3	0.118	0.202	0.178	0.174	0.866	0.561	0.450
BT 4	0.104	0.218	0.209	0.253	0.860	0.578	0.535
BL V1	0.279	0.287	0.157	0.247	0.524	0.821	0.467
BL V2	0.212	0.229	0.332	0.201	0.490	0.807	0.475
BL V3	0.386	0.394	0.204	0.353	0.555	0.821	0.414
BL V4	0.250	0.169	0.246	0.225	0.591	0.796	0.341
BL V5	0.201	0.212	0.317	0.411	0.396	0.754	0.428
BL Y1	0.150	0.210	0.271	0.311	0.575	0.317	0.823
BL Y2	0.233	0.319	0.392	0.225	0.419	0.427	0.833
BL Y3	0.161	0.209	0.269	0.308	0.292	0.352	0.805
BL Y4	0.030	0.122	0.241	0.364	0.401	0.384	0.732

Discriminant validity was assessed using the cross-loadings criterion to ensure that each measurement item loads more strongly on its respective construct than on other constructs (see Table 4). The results indicate that all items exhibit the highest loadings on their respective constructs compared to other constructs. For instance, the items measuring sensory experience (SE1 = 0.820, SE2 = 0.890, SE3 = 0.881) load more strongly on the sensory experience construct than on affective, intellectual, behavioral experience, brand trust, brand love, or brand loyalty. Similarly, affective experience items (AE1 = 0.881, AE2 = 0.900, AE3 = 0.837) demonstrate higher loadings on their intended construct than on others. A comparable pattern is observed for intellectual experience (IE), behavioral experience (BE), brand trust (BT), brand love (BLV), and brand loyalty (BLY), where all respective indicators show dominant loadings on their assigned constructs. Although some cross-loadings are moderately high (e.g., between brand trust and brand love constructs), they remain lower than the corresponding item's primary loading, thereby satisfying the discriminant validity requirement.

Discussion

Table 5 Multi-Group Analysis (MGA): Younger vs. Elder Car Owners

Structural Path	Younger Group (β)	Elder Group (β)	Path Difference ($\Delta\beta$)	t-value	p-value	Mode-ration Result
Brand Experience → Brand Trust	0.514	0.438	0.076	2.184	0.029	Significant
Brand Experience → Brand Love	0.562	0.476	0.086	2.396	0.017	Significant
Brand Trust → Brand Loyalty	0.261	0.332	-0.071	2.012	0.045	Significant

Brand Love → Brand Loyalty	0.458	0.387	0.071	2.27	0.026	Significant
Brand Experience → Brand Loyalty	0.212	0.146	0.066	1.986	0.048	Significant

A multi-group analysis (MGA) was conducted to examine the moderating effect of age (younger vs. elder groups) on the structural relationships among brand experience, brand trust, brand love, and brand loyalty. The results are presented in Table 5.

The findings reveal that age significantly moderates all hypothesized relationships in the model. Specifically, the effect of brand experience on brand trust is stronger among the younger group ($\beta = 0.514$) compared to the elder group ($\beta = 0.438$), with a significant difference ($\Delta\beta = 0.076$, $t = 2.184$, $p = 0.029$). This suggests that younger consumers are more likely to develop trust based on their brand experiences. Similarly, the relationship between brand experience and brand love is significantly stronger for younger respondents ($\beta = 0.562$) than for elder respondents ($\beta = 0.476$), with a significant path difference ($\Delta\beta = 0.086$, $t = 2.396$, $p = 0.017$). This indicates that experiential factors play a more prominent role in fostering emotional attachment among younger consumers.

Table 6 Structural Model Results and Hypothesis Testing

Hypothesis	Structural Path	Path Coefficient (β)	t-value	p-value	Decision
H1	Brand Experience → Brand Trust	0.482	9.876	< 0.001	Supported

H2	Brand Experience → Brand Love	0.519	10.432	< 0.001	Supported
H3	Brand Trust → Brand Loyalty	0.298	6.214	< 0.001	Supported
H4	Brand Love → Brand Loyalty	0.421	8.965	< 0.001	Supported
H5	Brand Experience → Brand Loyalty	0.184	3.742	< 0.001	Supported

The structural model was assessed to evaluate the proposed relationships among brand experience, brand trust, brand love, and brand loyalty. The results of hypothesis testing, including path coefficients (β), t-values, and p-values, are presented in Table 3. The findings indicate that brand experience has a significant positive effect on brand trust ($\beta = 0.482$, $t = 9.876$, $p < 0.001$), thereby supporting H1. This suggests that consumers' experiential interactions with a brand play a crucial role in building trust. Furthermore, brand experience significantly influences brand love ($\beta = 0.519$, $t = 10.432$, $p < 0.001$), supporting H2. This highlights that positive brand experiences enhance emotional attachment toward the brand. The results also show that brand trust has a significant positive impact on brand loyalty ($\beta = 0.298$, $t = 6.214$, $p < 0.001$), supporting H3. This implies that trust is a key determinant in fostering long-term customer commitment.

Table 7 Results of Specific Indirect Effects

Indirect Path	Specific Indirect	t-value	p-value	Mediation Type
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	Effect (β)			
Brand Experience → Brand Trust → Brand Loyalty	0.144	5.632	< 0.001	Partial mediation
Brand Experience → Brand Love → Brand Loyalty	0.219	7.418	< 0.001	Partial mediation
Mediation Path	Indirect Effect	Total Effect	VAF (%)	Interpretation
Through Brand Trust	0.144	0.328	43.9%	Partial mediation
Through Brand Love	0.219	0.403	54.3%	Partial mediation

The mediation effects of brand trust and brand love in the relationship between brand experience and brand loyalty were examined using indirect effect analysis. The results are presented in Table 6. The findings reveal that brand trust significantly mediates the relationship between brand experience and brand loyalty ($\beta = 0.144$, $t = 5.632$, $p < 0.001$). Since the direct effect of brand experience on brand loyalty remains significant, this indicates partial mediation. The Variance Accounted For (VAF) value of 43.9% further confirms that a substantial portion of the total effect is transmitted through brand trust. Similarly, brand love also plays a significant mediating role between brand experience and brand loyalty ($\beta = 0.219$, $t = 7.418$, $p < 0.001$), indicating partial mediation.

Conclusion

This study examined the relationships among brand experience, brand trust, brand love, and brand loyalty, providing comprehensive insights into how experiential, cognitive, and emotional factors shape consumer loyalty. The findings confirm that brand experience serves as a fundamental driver,

significantly influencing both brand trust and brand love, which in turn enhance brand loyalty. The results of the structural model indicate that all hypothesized relationships are positive and statistically significant. Notably, brand love emerged as a stronger predictor of brand loyalty than brand trust, highlighting the critical role of emotional attachment in consumer–brand relationships. While brand experience also has a direct effect on brand loyalty, its indirect influence through mediating variables is more substantial. The mediation analysis further revealed that both brand trust and brand love partially mediate the relationship between brand experience and brand loyalty. Among these, brand love demonstrated a stronger mediating effect, suggesting that emotional connections are more effective in translating brand experiences into loyal behavior compared to purely cognitive evaluations.

Additionally, the multi-group analysis confirmed that age plays a significant moderating role in the model. Younger consumers were found to be more influenced by experiential and emotional factors, whereas older consumers exhibited a stronger reliance on trust in forming brand loyalty. This highlights the importance of demographic differences in understanding consumer behavior. Overall, the study contributes to the existing literature by integrating experiential, cognitive, and emotional dimensions into a unified framework for explaining brand loyalty. The findings emphasize that organizations should focus on creating meaningful and engaging brand experiences that foster both trust and emotional attachment to build long-term customer loyalty.

Limitation

Despite offering valuable insights into the relationships among brand experience, brand trust, brand love, and brand loyalty, this study has several limitations that should be acknowledged. First, the study is based on a cross-sectional research design, which limits the ability to establish causal inferences among the variables. Future research may adopt longitudinal designs to better capture changes in consumer perceptions and behaviors over time and to validate causal relationships more robustly.

Second, the data were collected from a specific geographical region (Chennai, India), which may limit the generalizability of the findings to other cultural or regional contexts. Future studies are encouraged to conduct cross-cultural or multi-regional comparisons to enhance external validity and provide broader insights. Third, the study primarily relies on self-reported data, which may be subject to common method bias and social desirability effects. Future research can address this limitation by incorporating

multiple data sources, such as behavioral data or experimental methods, to improve measurement accuracy. Fourth, although the study considers key constructs such as brand experience, brand trust, and brand love, there may be other relevant variables that influence brand loyalty. Future research could extend the model by including additional factors such as customer satisfaction, perceived value, brand engagement, or digital experience, to provide a more comprehensive understanding. Fifth, the moderation analysis focused only on age as a demographic variable. Future studies may explore other moderating variables such as gender, income level, personality traits, or cultural dimensions, which could yield deeper insights into consumer heterogeneity. Finally, while the study confirms the mediating roles of brand trust and brand love, future research could examine more complex relationships, such as moderated mediation or serial mediation models, to better understand the underlying mechanisms linking brand experience to loyalty. In conclusion, addressing these limitations in future research will not only strengthen the robustness of the findings but also contribute to the advancement of knowledge in the domain of consumer behavior and brand management.

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