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The Differential Role of Consumer Emotions and Brand Attachment: The Creation of Brand Love and Premium Price for Hedonic Customers

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Abstract. Hedonic value creates positive emotions, fostering brand attachment and love, as well as perceive premium price. The objectives of this study are: (1) to explore the antecedents of premium pricing and brand love arising from the hedonic value of a product/service, consumer emotions, and brand attachment, and (2) to investigate the role of consumer emotions and brand attachment in strengthening the relationship between hedonic value and brand love and premium pricing. A total of 155 respondents who participated using purposive sampling with the criteria for the sample were consumers who have consumed hedonic products more than once. Hypothesis testing was conducted using Smart-PLS after the prerequisites of discriminant validity (Fornell-Lecker), convergent validity, reliability, and AVE were met. The results of hypothesis testing show that premium pricing and brand love are influenced by hedonic value and consumer emotions. However, brand attachment is not predicted by hedonic value. Additional findings indicate that consumer emotions mediate the relationship between hedonic value and brand love and premium pricing, while brand attachment does not demonstrate the same role. Therefore, businesses must pay attention to consumer emotions when making pricing decisions and instilling consumer love for the brand.

Keywords: brand attachment, brand love, consumer emotions, hedonic value, premium price

JEL Codes: M31

1. Introduction

Consumers are motivated by both hedonistic and utilitarian factors while making decisions. Utilitarian motivation is based on functionality and benefits, where rationality plays a role in decision-making. In contrast, hedonic value is based on symbolism and status, where consumers' emotions play a role in decision-making. Hedonic value serves the purpose of fulfilling affective or sensory goals. Unlike utilitarian products, hedonic products are considered capable of satisfying greater passion, pleasure, and involvement (Bettiga et al., 2020).

Hedonic value and customer emotion are strongly correlated, with hedonic value evoking happy, exciting, and satisfied feelings. Customer emotion arises due to past experiences with the same product. According to (Peshkova et al., 2016), customer emotions have an impact on attitudes and behaviors; therefore, they should be leveraged by businesses to strengthen customer loyalty. This is supported by (Bettiga et al., 2020), who state that the emotional aspect is one of the drivers behind their decision-making. Therefore, it is not wrong to consider consumer emotions as a construct in this research to compare consumer emotional responses to the use of hedonic products, especially since many have been focused on luxury goods and retail products so far (Kim et al., 2016).

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Hedonic value reinforces brand attachment by building positive emotional connections through delightful and memorable consumer experiences. These positive experiences contribute to a stronger emotional bond with the brand, making the brand a preferred choice over competitors, remaining loyal,

creating a unique identity for its customers, and seeing the brand as an extension of itself. Self-congruence, extrinsic value, self-expression, and prestige are constructs that shape brand attachments (Lee & Workman, 2015). According to them, psychologically, the bond between the brand and the consumer will influence decisions that lead to the formation of repeat purchase patterns and brand loyalty. Furthermore, this bond will drive motivation and behavioral implications to maintain the existing relationship.

Ultimately, emotions and brand attachments will strengthen the consumer's love for a brand. Brand love becomes an essential construct because it can retain existing customers and attract potential new consumers, starting with the ability to identify the brand, past experiences, and satisfaction (Pandowo, 2015). Unsurprisingly, consumer affection for a brand will lead them to loyalty and a willingness to recommend it to others. Furthermore, the existence of love and loyalty to a brand creates the ability to set a premium pricing policy. This policy can only be achieved if a business entity has loyal customers and low customer churn rates. According to some previous studies, premium pricing policies can be influenced by past brand experiences, brand credibility, and the perceived uniqueness of the product by customers (Dwivedi et al., 2018). In the context of the current research, premium pricing policy represents the effect of the hedonic value of a product, consumer emotions, the bond between consumers and the brand, and customer affection for a brand.

As a real-world example to highlight the relationship between hedonic value, consumer emotion, brand attachment, brand love, and premium price, is the existence of Apple iPhone products. As a product that represents a hedonic value commodity, the Apple iPhone provides not only functionality but also symbols. Apple iPhone products can evoke positive emotions such as inner satisfaction, joy, gratitude, and environmental acceptance in users. Furthermore, users become loyal to the brand and feel that they are an important part of the community built by the Apple iPhone (Constantin & Stenescu, 2014). This can happen because the Apple iPhone uses exclusive apps that are only accessible to that user. The experience of using Apple iPhone products reflects high quality and value encouraging users to try or use other Apple products (iPad, Macbook, Smartwatch). This is in line with the findings of (Sheinin, 2020) who investigated user experience in terms of the tendency to explore the same product (parent brand) due to familiarity with the brand. People who love a brand tend to use by-products of the same brand. Although the price of Apple products has historically been higher than competitors in the same market, people are willing to sacrifice higher costs to obtain Apple products. Of course, the issue of their emotional role and brand attachment cannot be ruled out. To love a brand and pay a premium price, the product must have functional benefits and status symbols, be emotionally binding, and provide pleasure and comfort when used.

Based on these considerations, this research explores the determinant factors that shape the constructs of brand love and premium pricing and seeks to uncover any hidden roles of these constructs. The results of this research can contribute to the elaboration of consumer emotions and brand attachment as well as the extent to which determinant factors play a role in business entity policies. By focusing on the cognitive aspect, this article can address the unanswered gaps in the relationships between constructs up to this point.

2. Research Elaboration

2.1. Hedonic Value

Consumer motives in making purchase decisions consist of hedonic and utilitarian values. Utilitarianism is the consumer motive related to purchases based on a product or service's value, utility, and benefits (Huber et al., 2018). On the other hand, hedonic value is the consumer motivation related to the feelings associated with a product or service (Huber et al., 2018). In a common consensus, it is believed that hedonic products have a richer impact compared to utilitarian products (Baghi & Antonetti, 2017). This serves as the foundation in the current research context.

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Hedonic value typically targets consumers with irrational, affective processing. The forms of reactions from users of hedonic values include feelings of joy and happiness stemming from their emotional side. The goal is to actualize their freedom, fantasies, and emotional passion. Therefore, multisensory experience becomes a primary aspect in shaping hedonic value.

When measuring consumer responses to hedonic products, various findings show different results. Essentially, hedonic products generate greater passion, pleasure, and engagement than utilitarian products (Bettiga & Lamberti, 2017). However, even though the emotional aspect of consumers proves to be more effective for hedonic products compared to utilitarian products, this effect may only apply to specific segments or specific modes of interaction (Liao et al., 2016), or it may not differ significantly between hedonic and utilitarian products (Vila-López & Küster-Boluda, 2018). In this study, hedonic products are believed to be able to predict consumer emotions. Therefore:

H1: There is an influence of hedonic value on consumer emotions.

The hedonic value represents the emotional side of consumers in shopping, generally having a prestige effect. Hence, consumers must associate themselves with products or brands with this value. This, in turn, creates a strong bond between consumers and the brand. The higher the product quality and the happiness derived, the stronger the brand attachment. The hedonic value attached to a product or brand contributes to this bond (Liu et al., 2016). This opinion is further supported by findings from different industries (Liu et al., 2020). Even (Y. et al., 2021) believe consumers are emotionally attached due to hedonic value. Therefore:

H2: There is an influence of hedonic value on brand attachment.

Hedonic value and brand love are related (Huber et al., 2015). According to them, hedonic value in eliciting brand love tends to be stable and does not diminish even over a long period. This is because hedonic products serve as a means for individuals to express themselves and signify their social status. Affection for a brand is easier to develop for products with symbolic (hedonic) value than for functional (utilitarian) products. This has been confirmed in previous research (Karjaluoto et al., 2016), which describes the emotions of female consumers in loving ready-to-wear clothing brands due to the influence of hedonic value as part of the brand's self-expression (Siddique & Rajput, 2022). Therefore, the following hypothesis is proposed:

H3: There is an influence of hedonic value on brand love.

The hedonic value associated with a product tends to be related to using emotions as decision-making stimuli, especially when offered at a higher price level compared to similar products in the market. In an investigation conducted by (Abrate & Viglia, 2016) in the luxury hotel industry, consumers' willingness to pay a higher price signals quality and the balance of intangible aspects and service provision. This indicates that consumers' perception of fulfilling hedonic motivation can increase prices. Some literature, however, presents different findings. Wei et al. (2023), who studied users of utilitarian green products, are willing to pay a higher price for these products compared to hedonic products. Convenience and functionality are the reasons for their willingness to acquire these products. This supports the findings of (Palazon and Delgado-Ballester, 2013), who believe that the inclination toward instrumental products is much easier to accept than hedonic products. Nonetheless, hedonic products in certain industries are believed to be associated with premium prices offered.

H4: Hedonic value influences premium pricing.

2.2. Consumer Emotions

As a vital element in the shopping experience, consumer emotions have both cognitive and affective impacts. Feelings such as joy, happiness, or satisfaction represent forms of cognitive perception. Emotions themselves depict the readiness of one's mental state in terms of (a) influencing core changes in other dimensions, (b) cognitive processing, (c) physiological expressions, and (d) the ability to produce actions in response to these emotions (Kranzbühler et al., 2020).

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Conceptually, in this research, emotions focus on the manifestation of consumer feelings and their relationship with brands. This is noteworthy to pursue because emotions, as one of the elements of psychology, influence an individual's decision-making. This is because emotions differ in valence, and these differences impact behaviour in decision-making. Furthermore, emotions are distinct from moods, conceptualized as a low-intensity, long-lasting core state (Kranzbühler et al., 2020).

Past experiences lay the foundation for consumer reactions in the form of moods and emotions and their relationship with the use of a brand. The role of emotions in past experiences and their dynamics is a focus of several researchers (Mathieu et al., 2020), including how emotions crucially predict future behaviours (Gaur et al., 2014) and whether they are positive or negative. However, it is important to note that consumer emotions can change over time.

So far, brand love is a positive feeling that reflects an emotional attachment to the object of affection. Carroll and Ahuvia suggest that brand love is formed due to the emotional bond with satisfied consumers over a brand's performance and is built on intimacy and trust (Sheets, 2014). Similarly, (Bairrada et al., 2019) justify brand love as a positive overflow, encompassing feelings, emotions, and attitudes that drive consumer behaviour. Meanwhile, (Kohli et al., 2015) believe that brand love results from consumers' emotional manifestations in their relationship with the brand. Therefore:

H5: There is an influence of consumer emotions on brand love.

For brand users, the emotions embedded in their minds enhance their appreciation of performance and shape their attitudes regarding transactions related to a brand. Research indicates that in pre-offer and during offer periods, consumer emotions play a decisive role in an individual's willingness to pay a premium price (Xu et al., 2020). This particularly holds true for male respondents compared to females. These findings also validate the findings of (Grappi et al., 2015), where an individual's emotions can enhance their willingness to pay. Therefore:

H6: Consumer emotions influence premium pricing.

2.3. Brand Attachment

Brand attachment is a relationship built on strong and positive emotions, reflecting enthusiasm and feelings between consumers and a brand. First formulated in 2005 by Thomson et al., brand attachment encompasses emotional and cognitive bonds that reflect the brand and self-connection (Japutra et al., 2014). Furthermore, the affective aspect complements the existence of brand attachment after (Bahri-Ammari et al., 2016) linked it to consumers' psychological closeness and consumption entities. In essence, brand attachment results from the accumulation of consumer interactions with the brand over time.

The attachment between a brand and consumers ultimately can influence behaviour, leading to a company's profitability and customer lifetime value (Theng et al., 2015). Moreover, brand attachment strengthens brand trust (Japutra et al., 2018), credibility, and satisfaction (Dwivedi et al., 2018), as well as brand equity (Dwivedi et al., 2019). Another important role it plays is that of a mediator in the relationship between the brand and consumers (Li et al., 2020; Loureiro & Lopes, 2019).

As the intensity of the relationship continues over time, satisfied consumers develop not only rational preferences but also emotional attachments to the brand. This attachment can then give rise to concern when negative sentiments occur (price increases, withdrawal, operational closures) or add excitement when they experience other positive effects. A strong, positive attachment over time then evolves into brand love (Fetscherin & Heinrich, 2014). The findings (Ghorbanzadeh & Rahehagh, 2021) convincingly confirm brand attachment as a predictor of brand love. Therefore:

H7: There is an influence of brand attachment on brand love.

Psychological attachment to a brand determines consumer behaviour, including the willingness to spend resources to acquire that brand (S. et al., 2015). Consumer attachment to a brand tends to make them willing to pay more due to the emotional closeness they have with the brand (Bahri-Ammari et al., 2016),

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provided that the brand is easily remembered and can evoke positive thoughts. To extend these findings, the following hypothesis is proposed:

H8: Brand attachment influences premium pricing.

2.4. Brand Love

Brand love grows from the strong connection between consumers and a brand. There are three components of brand love: commitment, passion, and intimacy (Stenberg). Intimacy refers to the emotional attachment in an interpersonal relationship; passion relates to the motivation to maintain the interpersonal relationship, while commitment reflects the tendency to continue the long-term relationship that has been established. Unlike satisfaction, which is more cognitive in nature, brand love tends to be more affective. Therefore, brand love is defined as the extent of emotional attachment created in satisfied customers towards a brand. The concept of brand love is based on attitudes, subjective norms, and control factors. Meanwhile, (Vernuccio et al., 2015) initiate the concept of brand love as a plural psychological aspect consisting of brand awareness, emotional response to the brand, positive brand evaluation, brand passion, and declaring love for the brand.

The concept of brand love has become embedded in the consumer's identity (Karjaluoto et al., 2016) as a means of self-expression. This presents a challenge for modern marketers in formulating the concept of brand love for their business entities. Consequently, brand love has become a new phenomenon in brand management and a tool for building sustainable brand-consumer relationships. According to (Kohli et al., 2015), brand love is a manifestation of a positive brand-consumer relationship. As evidence, brand love tends to be associated with self-concept (Sirgy, 2015), self-image, and personality (Khare, 2014).

Various findings have validated brand love as a positive stimulus in predicting consequential variables. Several variables that have been studied include loyalty (Sarkar & Sreejesh, 2014), word of mouth (Wallace et al., 2014), and even building long-term brand-consumer relationships (Kohli et al., 2015; Vernuccio et al., 2015). Conversely, a strong sense of love can lead to negative energy, resulting in brand jealousy (Sarkar & Sreejesh, 2014) due to perceived injustice.

2.5. Premium Price

Premium pricing refers to the additional amount of money consumers are willing to pay as a cost for the added benefits of desired product or service features. Premium pricing is a characteristic of customer commitment to the desired product or brand (Trivedi et al., 2015). The extra cost is compared to the value the consumer will receive. The willingness to pay more for additional value can be due to social or health considerations (Molinillo et al., 2020) or social and sociodemographic status (Knaggs et al., 2022). Another surprising finding is that younger consumers are willing to pay a premium price (Zhang et al., 2020) because they have stronger beliefs and more open-minded thinking than older consumers.

The willingness to pay a premium price is often found in consumer motivations that prioritize hedonism (Abrate & Viglia, 2016), aiming to make life easier, more valuable, and stable in the long term. Additionally, consumers gain value and experiences that are not attainable at regular prices, such as convenience, social class, and lifestyle (Pandowo & Pandowo, 2019). In the era of sustainable marketing that emphasizes environmentally friendly practices, several studies indicate consumers' willingness to pay more to align with their lifestyle concepts (Namkung & Jang, 2017). In the context of online sales, (Xu et al., 2020) identified seller reputation as a driving factor, in addition to the integrated cognitive and emotional values of consumers. In the hospitality sector, (González-Rodríguez et al., 2020) investigated environment, company image, and consumer environmental considerations factors as determinants in consumer willingness to spend more. Meanwhile, (Zhang et al., 2020) demonstrated that consumer attitudes driven by perceived value, environment, and personal factors, as well as regulations and publications, influence the desire to pay a premium price.

In addition to its role as an outcome, premium pricing is also known to act as an antecedent for other constructs. (Molinillo et al., 2020) identified premium pricing as an active predictor for repeat purchases of organic food products through cross-cultural research conducted in Spain and Brazil.

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2.6. Research Method

This research utilizes a quantitative approach, where primary data is collected through survey distribution to respondents. The research employs purposive sampling, with the following criteria for respondents: (1) aged 18 or above and (2) regular users of hedonic products. Using estimation guidelines (Hair et al., 2019) that suggest the number of respondents should be at least five times the number of parameters, the minimum required sample size is 115 individuals.

The questionnaire consists of two parts. The first part collects demographic data about the respondents, including age, gender, profession, and shopping location. The second part includes the parameters of the constructs to be tested in this study. The construct of hedonic value comprises five parameters; consumer emotions comprise six parameters, brand attachment comprises seven parameters, brand love comprises four parameters, and premium pricing comprises three parameters. All parameters use a 7-Likert-like scale.

Using the Smart-PLS 4 software, the testing process consists of examining both the outer model and the inner model. The outer model testing, as a prerequisite for the model, includes assessing convergent validity and discriminant validity, Cronbach's alpha, Average Extracted Variance, Rsquare, Fsquare, and Qsquare. Subsequently, the inner model testing is conducted to examine the hypotheses.

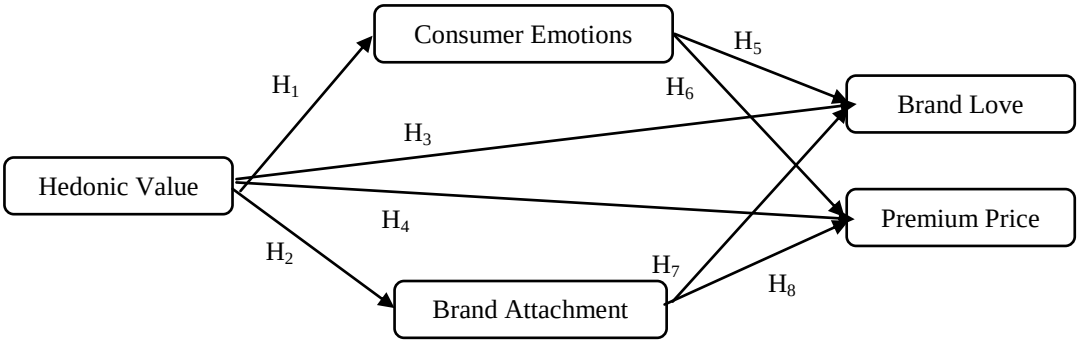


Figure 1. Research Model

3. Results and Discussions

3.1. Data Characteristics

To facilitate the categorization of respondent characteristics, they are classified into four categories: age, gender, profession, and shopping location. For more details, please refer to Table 1.

Table 1. Respondent Demography

	Number of Respondents (N=155)	Percentage
Age		
< 20	36	23.2
21-30	46	29.7
31-40	43	27.7
41-50	25	16.1
> 50	5	0.3
Gender		
Male	63	40.6
Female	92	59.4

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Occupation		
Student	43	27.7
Civil Servant	45	29.0
Employee	53	34.2
Housewife	14	9.1
Brand		
H&M	50	32.3
Uniqlo	32	20.6
Executive	15	9.7
Wakai	9	5.8
Planet Surf	14	9.1
Erigo	12	7.7
Others	23	14.8

Source: Processed Data (2023)

Based on Table 1, a total of 155 respondents were grouped according to their age, gender, profession, and shopping location characteristics. In terms of age groups, the largest group of respondents falls in the 21-30 years old range (29.7%), followed by the 31-40 years age group (27.7%). The age group of >50 years represents the smallest group of respondents (0.3%), followed by the 41-50 years age group (16.1%). Regarding gender, the most respondents are women (69%), followed by men (40.6%). In terms of professions, the largest group comes from employees (34.2%), followed by civil servants (29%). The smallest professional group is made up of housewives (9.1%) and students (27.7%). When it comes to shopping locations, the most significant contributors are H&M (32.3%) and Uniqlo (20.6%). Wakai (5.8%) and Erigo (7.7%) are the least significant contributors.

3.2. Inner & Outer Model Test

Table 2. Inner Model Test

Construct		Loading Factor	Cronbach Alpha	Composite Reliability	AVE	F^2	R^2	Q^2
Hedonic Value	H1	0.916	0.889	0.899	0.695	0.056		
	H2	0.880						
	H3	0.738						
	H4	0.869						
	H5	0.750						
Consumer Emotions	E2	0.745	0.842	0.859	0.686	0.104	0.713	0.704
	E4	0.896						
	E5	0.714						
	E6	0.936						
Brand Attachment	I1	0.698	0.888	0.950	0.665	0.067	0.005	0.009
	I2	0.850						
	I5	0.838						
	I6	0.891						
	I7	0.786						
Brand Love	BL2	0.931	0.702	0.810	0.762		0.347	0.011
	BL3	0.811						
Premium Pricing	PP1	0.864	0.832	0.842	0.752		0.511	0.418
	PP2	0.945						
	PP3	0.785						

Source: Processed Data (2023)

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Based on Table 2, the factor loading values for all constructs are above 0.7 (Hair et al., 2019), which falls into the category of "very satisfactory." Even though one parameter has a value of 0.698, it is considered acceptable because its removal does not significantly affect the composite reliability (Garson, 2016). It is recorded that at least five parameters were removed (E1, E3, I3, I4, and BL1). The lowest Cronbach's Alpha value is recorded for brand love (0.702), and the highest is for hedonic value (0.889). Meanwhile, the lowest composite reliability is for brand love (0.810), and the highest one is for brand attachment (0.950). The Average Extracted Variance values are all above 0.6, surpassing the 0.5 threshold, with brand love at the lowest (0.665) and brand attachment at the highest (0.762). The R-square value of about 0.511 indicates that premium pricing can be explained by hedonic value, consumer emotions, and brand attachment, with the remainder being contributed by other unexamined factors. A Q-square value above 0 indicates sufficient predictive relevance (Hair et al., 2019). The GoF test shows a value of 0.529, indicating a moderate fit. Table 3 displays the results of the discriminant validity test using the Fornell-Lecker method, where the square of the AVE is greater than the correlations for each construct.

Table 3. Fornell-Lecker (Discriminant Validity)

	Brand Attachment	Brand Love	Consumer Emotions	Hedonic Value	Premium Pricing
Brand Attachment	**0.815**				
Brand Love	0.547	**0.873**			
Consumer Emotions	0.038	0.027	**0.828**		
Hedonic Value	0.073	0.162	0.824	**0.834**	
Premium Pricing	0.143	0.006	0.675	0.651	**0.867**

Source: Processed Data (2023)

3.3. Hypothesis Test

Since all values are eligible, hypothesis testing can proceed to the next stage. Table 4 presents the results of the hypothesis testing.

Table 4. Hypothesis Test

Variable	Direct Path Coefficient	t Statistic	Indirect Path Coefficient	t Statistic	Indirect Path Coefficient	t Statistic	Total Path Coefficient	t Statistic
			Via Consumer Emotions		Via Brand Attachment			
HV – CE	0.844	40.196					0.844	40.196
HV – BA	-0.073	0.691					-0.073	0.691
HV – BL	-0.408	3.656	0.284	2.433	-0.039	0.685	-0.162	1.974
HV – PP	0.308	3.730	0.356	5.424	-0.013	0.695	0.651	15.302
CE – BL	0.337	2.548					0.337	2.548
CE – PP	0.421	5.495					0.421	5.495
BA -BL	0.530	8.851					0.530	8.851
BA – PP	0.181	4.344					0.181	4.344

Note: HV = Hedonic Value, CE = Consumer Emotion, BA = Brand Attachment, BL = Brand Love, PP = Premium Pricing

Source: Processed Data (2023)

The results of the hypothesis testing indicate that hedonic value has a significant influence on consumer emotions (β=0.844; t=40.196), brand love (β=-0.408; t=3.656), and premium pricing (β=0.308; t=3.730). However, the effect of hedonic value on brand attachment is not significant (β==0.073; t=0.691). Therefore, H1, H3, and H4 are accepted, while H2 is rejected. Furthermore, the testing of consumer emotions on brand love (β=0.337; t=2.548) and premium pricing (β=0.421; t=5.495) shows positive

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significance. Meanwhile, brand attachment is able to predict brand love (β=0.530; t=8.851) and premium pricing (β=0.181; t=4.344). Thus, H5, H6, H7, and H8 are accepted.

Beyond hypothesis testing, this study explores the potential mediating role of consumer emotions and brand attachment. Therefore, hypothesis testing continues with mediation testing. The results of the mediation testing show that consumer emotions play a role in strengthening the relationship between hedonic value and brand love (β=0.24; t=2.433) and the relationship between hedonic value and premium pricing (β=0.356; t=5.424). On the other hand, brand attachment fails to mediate the relationship between hedonic value and brand love (β=-0.039; t=0.685) and premium pricing (β=-0.013; t=0.695).

3.4. Discussions

Hypothesis testing results show that hedonic value can predict consumer emotions, brand love, and premium pricing, except for brand attachment. In the first hypothesis, the testing of hedonic value on consumer emotions suggests that purchasing hedonic products can enhance consumers' enthusiasm, engagement, and happiness. This finding also confirms previous research by (Bettiga et al., 2020), which found emotional responses from consumers when consuming hedonic products that align with their typology. It can be concluded that consumer emotions increase due to the presence of hedonic value in a product, even if consumer engagement is relatively low (Liao et al., 2016).

The results of the second hypothesis indicate that hedonic value does not affect brand attachment. This suggests that purchasing hedonic products does not strengthen the bond between consumers and the brand. One possible reason is that consumers purchase hedonic products for intrinsic value alone, disregarding extrinsic value, which may need to be stronger to foster a connection between consumers and the brand. According to (Leroi-Werelds et al., 2014), intrinsic value brings joy, satisfaction, and happiness but may not be sufficient to foster attachment between both parties.

In the testing of the third hypothesis, it was found that hedonic value influences brand love. This finding aligns with previous research (Siddique & Rajput, 2022b). It suggests that the positive value of hedonic products motivates consumers to love the brand. For consumers, both extrinsic and intrinsic values of hedonic products can fulfill their needs and provide benefits, forming the basis for consumer emotions to love the brand. The findings presented by Ahn, Ekinci, and Li (2013), as well as Lambert and Desmond (2013), support this notion, indicating that brands are approached not because of their superior performance or functionality but because of the symbolic value or status associated with them.

To test the fourth hypothesis, the research findings indicate that hedonic value can predict premium pricing. This suggests that if a product can demonstrate hedonic value and is directly perceived by consumers, they are willing to sacrifice more to obtain the product or service. Because purchasing hedonic products is more emotionally oriented than rational, purchases tend to be driven by feelings rather than common sense. This is why buying more expensive hedonic products often occurs, even when cheaper competing products are available in the market. The purchase of hedonic value products leading to impulsive buying behaviour has been discussed by (Liao et al., 2016).

The results of the fifth hypothesis testing show that consumer emotions influence consumer love for a brand. In general, a person's feeling of love always begins due to emotional factors. In marketing, a person's love for a brand is driven by positive experiences created and promoted by strong emotional responses, transforming into love. This is echoed by Ahn, Ekinci, and Li (2013), who state that love begins with an emotional bond arising from the value provided by the product. This finding is also in line with the statements of Lambert and Desmond (2013), who agree that emotional factors are the basis for the formation of love in consumers.

The results of the sixth hypothesis testing show the significant predictive ability of consumer emotions on premium pricing. Thus, customers' willingness to sacrifice more in payment for a product or service is driven more by emotional factors than rational ones. This is in line with previous findings, such as (Okoe et al., 2014), who suggest that customers may feel a sense of pride when using a product at a higher price. Similarly, (Zhang et al., 2020) believe that decision-making is done to satisfy pleasure and enhance consumer preferences in line with consumer emotions and adoption behaviour.

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The findings of the seventh hypothesis testing state that the ability of brand attachment to predict the love for a brand is significant. This proves that for customers who have established consumer-brand relationships, these relationships become deeper over time, eventually turning into love for the brand to some extent. The stronger the attachment, the greater the love. This finding also supports research presented by (Kaufmann et al., 2016), who identified brand attachment as an antecedent of brand love.

In the eighth hypothesis, the significance of brand attachment to premium pricing was found. This finding confirms the customers' ability to pay a higher price due to the positive emotional connection established in the past, making them willing to obtain a product with a greater sacrifice. Consistent with the findings of (Sreejesh et al., 2016), customer attachment to a brand encourages them to use the product more frequently and resist switching even if a higher price is offered. Emotionally, the decision to purchase at a higher price is preferred over breaking the established attachment.

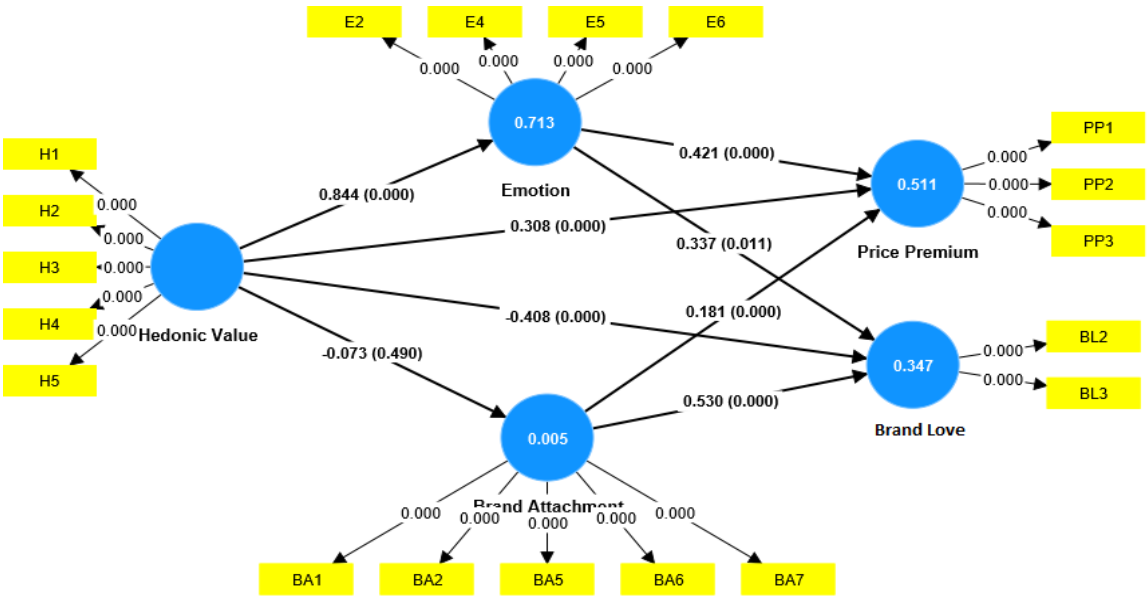


Figure 2. Final Research Model

In this study, there are two constructs, such as consumer emotions and brand attachment, which are suspected to have hidden roles. Therefore, even though not hypothesized, we have included the testing of their roles. Based on the results of the mediation testing, the construct of consumer emotions has been proven to strengthen the influence of hedonic value on both premium pricing and brand love. Thus, customers' emotional aspects serve as the starting point for a brand-consumer relationship that can benefit companies by fostering customer love for the brand and their willingness to make greater sacrifices to obtain the product or service.

On the other hand, the test showed that the mediating role of the brand attachment construct did not demonstrate its ability to predict the influence of hedonic value on either brand love or premium pricing. This suggests that the love for the brand and the willingness to pay a higher price are primarily driven by the emotional aspects of consumers.

4. Conclusions

Based on the findings, it can be concluded that (1) both premium pricing and brand love are influenced by hedonic value, consumer emotions, and brand attachment; (2) the specific influence of hedonic value on brand attachment is not significant; and (3) additional findings show that there is a mediating role of consumer emotions in strengthening the influence of hedonic value on brand love and premium pricing. At the same time, the brand attachment construct does not play the same role.

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Based on the results obtained in this study, businesses should pay attention to consumer emotions in building relationships with consumers. The research findings indicate that consumer emotions play a significant role in the decision-making process to establish a deep relationship with the brand and to continue making purchases even in premium pricing conditions. This also ensures that hedonic products will continue to fulfill their functions and benefits in providing emotional satisfaction to users.

As a recommendation for future research, it would be beneficial to include comparative products that focus on the utilitarian, more rational aspect of the decision-making process, where the products are evaluated based on their functional benefits. To create a more comprehensive study, consider incorporating additional constructs related to affective behaviour, such as impulsive or compulsive buying, word of mouth, loyalty, and past experiences. This would provide a more holistic understanding of the factors influencing consumer behaviour and brand relationships.

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