

EXPLORING HOW BRAND ENGAGEMENT AND EXPERIENCE DRIVE BRAND LOYALTY THROUGH WORD-OF- MOUTH INTENTION

Baoyin Hu

*Faculty of Applied and Creative Arts, Universiti
Malaysia Sarawak, 94300 Kota Samarahan,
Malaysia*

*and Journalism and Communication School, Qilu
Institute of Technology, 250200, China*

Qistina Donna Lee Abdullah

*Faculty of Applied and Creative Arts, Universiti
Malaysia Sarawak, 94300 Kota Samarahan,
Malaysia*

Corresponding Author
21010190@siswa.unimas.my

Abstract: Festival branding has become increasingly important in enhancing visitors' loyalty and sustaining the competitiveness of cultural events. However, limited studies have examined the combined effects of brand engagement and brand experience on brand loyalty in festival contexts, particularly through the mediating role of word-of-mouth (WOM) intention. This study aims to examine the effects of brand engagement and brand experience on brand loyalty at the Jinan Spring Water Festival, as well as the mediating role of WOM intention in these relationships. A quantitative research approach was adopted, and data were collected from 197 respondents who participated in the Jinan Spring Water Festival. The data were analyzed using SmartPLS to evaluate the proposed relationships and mediation effects. The findings reveal that both brand engagement and brand experience significantly and positively influence brand loyalty. In addition, WOM intention partially mediates the relationships between brand engagement, brand experience, and brand loyalty. The study highlights the importance of developing engaging and experiential festival activities while encouraging positive WOM communication to strengthen audience loyalty. The findings contribute to the literature on festival branding and provide practical guidance for festival organizers seeking to enhance brand value and long-term visitor loyalty.

Keywords: Festival; Brand Engagement; Brand Experience; Word-of-Mouth Intention; Brand Loyalty

1. INTRODUCTION

In recent years, cultural and creative festivals have become important platforms for promoting local culture, tourism development, and destination branding. Among these events, the Jinan Spring Water Festival has attracted increasing public attention due to its unique cultural identity and experiential activities. As competition among festivals continues to intensify, enhancing visitors' brand loyalty has become essential for sustaining long-term participation and strengthening the festival's brand value. Brand loyalty refers to consumers' favorable attitudes and continued commitment toward a brand, which are often reflected through revisit intentions, positive recommendations, and emotional attachment (Yadav et al., 2023). In festival settings, loyal participants not only contribute to repeat attendance but also help promote the event through positive word-of-mouth (WOM) communication.

Brand engagement reflects consumers' emotional, cognitive, and behavioral connection with a brand, while brand experience represents consumers' overall sensory, emotional, and interactive experiences during brand-related activities (Elalfy et al., 2025; Goyal & Verma, 2024). These two constructs have been widely recognized as important predictors of consumer behavioral outcomes in marketing and tourism research. However, limited research has simultaneously examined brand engagement and brand experience within cultural festival contexts, particularly in explaining how these constructs influence brand loyalty through word-of-mouth intention. In addition, the mediating role of WOM remains inconsistent across different contexts, suggesting that further empirical investigation is needed in experiential festival settings.

To address these gaps, this study examines the relationships among brand engagement, brand experience, WOM intention, and brand loyalty in the context of the Jinan Spring Water Festival. The study is grounded in the Stimulus–Organism–Response (SOR) model, which provides a strong theoretical foundation for explaining consumer behavioral processes (Mehrabian & Russell, 1974). According to the SOR model, external environmental factors act as stimuli that influence individuals' internal psychological states, which subsequently generate behavioral responses (Donovan & Rossiter, 1982). In this study, brand engagement and brand experience are conceptualized as the stimulus components, WOM intention represents the organism component reflecting consumers' internal evaluations and communication intentions, and brand loyalty is regarded as the behavioral response outcome. By applying the SOR model, this study provides a clearer theoretical explanation of how festival-related experiences and engagement influence consumers' loyalty formation through WOM intention.

2. BACKGROUND

The Jinan Spring Water Festival is an annual cultural event held in Jinan, China, celebrating the city's unique natural springs and local traditions. The festival features a variety of performances, exhibitions, and interactive activities that attract both local residents and tourists, making it a significant platform for cultural promotion and community engagement (Wu et al., 2022). The growth of cultural and creative festivals like this has highlighted the importance of building strong festival brands to attract and retain audiences. Festivals rely not only on their cultural appeal but also on the experiential and interactive engagement of participants to sustain long-term loyalty (Ho et al., 2022). Understanding the factors that drive attendees' commitment is essential for both practical management and the theoretical development of event marketing strategies.

Brand engagement and brand experience have emerged as central constructs in explaining audience behavior in festival contexts. Brand engagement reflects the emotional and behavioral connection participants develop with the festival, while brand experience captures the holistic perception of interactions, activities, and sensory stimuli (Zha, et al., 2022). Together, these constructs influence how attendees evaluate the festival and decide whether to participate again or recommend it to others.



Source: https://pics7.baidu.com/feed/cf1b9d16fdfaaf51eddf13441a33a1fef11f7a80.jpeg@L_autotoken=592f48cc9c23afb3fddc2e_413131e8b8

Figure 1. Jinan International Springs Festival

The SOR model provides a theoretical lens to explain these relationships. In this framework, brand engagement and brand experience serve as external stimuli, shaping internal psychological and emotional states of participants, which then drive behavioral responses such as word-of-mouth intention and brand loyalty. This model underscores the importance of both cognitive and affective processes in shaping festival-goers' decisions. WOM intention plays a critical mediating role in linking participants' experiences and engagement to loyalty outcomes. Positive recommendations and social sharing amplify the festival's reach and reinforce attendees' commitment, making it an essential mechanism for sustaining brand loyalty (Errajaa et al., 2022). By integrating these constructs, this study provides a comprehensive view of how creative and experiential elements influence audience behavior in festival settings.

3. DEVELOPMENT OF HYPOTHESIS

3.1 Brand Engagement and Brand Loyalty

Numerous studies have demonstrated that brand engagement is a key predictor of brand loyalty, with a generally positive relationship between the two (Goyal & Verma, 2024; Samarah et al., 2022). Research further indicates that the cognitive dimension of consumer brand engagement plays a significant role in shaping loyalty (Aljuhmani et al., 2022). However, some scholars suggest that this relationship may be influenced by mediating factors (Chou et al., 2023), and existing studies have largely focused on commercial brands rather than cultural or event-based contexts.

Similarly, brand experience has been widely recognized as an important driver of brand loyalty, with evidence showing that positive experiences enhance loyal behavior (Rahmat & Kurniawati, 2022). Yet, findings remain mixed, as some studies report insignificant or conditional effects depending on the type of experience and context (Akoglu & Özbek, 2021; Philip & Pradiani, 2024). These mixed results highlight the need for further investigation into how brand engagement and brand experience jointly influence brand loyalty, particularly within cultural and festival settings.

H1: There is a positive relationship between brand engagement and brand loyalty.

3.2 Brand Experience and Brand Loyalty

Previous studies have widely acknowledged the positive relationship between brand experience and brand loyalty. Research has shown that positive brand experiences enhance customer satisfaction, emotional attachment, and long-term commitment, thereby strengthening brand loyalty (Rahmat & Kurniawati, 2022). Meaningful interactions with a brand, through product usage, service encounters, or marketing communications, can foster trust and deepen emotional bonds, leading to sustained

loyalty (Bing et al., 2024; Siregar et al., 2023). Empirical evidence also suggests that engaging brand experiences encourage continued participation and reinforce consumers' psychological connection to the brand (Bae & Kim, 2023).

However, some studies have reported inconsistent findings. Philip and Pradiani (2024) found that brand experience does not necessarily translate into brand loyalty, while Chung and Welty Peachey (2022) observed that different types of brand experiences may exert varying effects on loyalty outcomes. Similarly, Ong et al. (2018) argued that the influence of brand experience on loyalty is conditional and context-dependent. These mixed results suggest that the relationship between brand experience and brand loyalty may be more complex than previously assumed and warrants further investigation. Therefore, this study examines the role of brand experience in shaping brand loyalty within the context of the Jinan Spring Water Festival, aiming to clarify its impact in a cultural and experiential setting.

H2: There is a positive relationship between brand experience and brand loyalty.

3.3 Brand Engagement and Word-of-Mouth Intention

Previous studies have indicated that brand engagement positively influences consumers' WOM intention. Consumers with higher levels of engagement are more likely to actively share brand-related experiences and recommendations with others. For instance, Giuseppe Mainolfi and Daniela Teresa Vergura (2022) found that stronger engagement with fashion blogs significantly increased consumers' intention to spread positive WOM regarding sponsored products and bloggers. Similarly, Sheng Gao and Bo Shao (2024) confirmed that consumer brand engagement is closely associated with consumers' electronic word-of-mouth (eWOM) intention. Although Anjali Goyal and Pankaj (2024) suggested that brand engagement primarily enhances attitudinal loyalty rather than directly influencing WOM, loyal and engaged consumers are generally more willing to recommend brands to others. In addition, Masarroh et al. (2025) noted that highly engaged consumers are more likely to express their evaluations through eWOM, particularly when their expectations are unmet. Overall, prior findings largely support a positive relationship between brand engagement and WOM intention. Therefore, the following hypothesis is proposed:

H3: Brand engagement positively influences word-of-mouth intention.

3.4 Brand Experience and Word-of-Mouth Intention

Previous studies have consistently shown that brand experience positively influences consumers' WOM intention. Positive and memorable brand experiences encourage consumers to share their opinions, recommendations, and consumption experiences with others. For example, Manzoor et al. (2022) found that brand experience

significantly affects WOM behavior among consumers. Similarly, Elalfy et al. (2025) reported that brand experience has a significant direct positive effect on eWOM. In the digital banking context, Bapat and Kannadhasan (2022) further demonstrated that different dimensions of brand experience are positively related to customers' WOM intention. Overall, prior studies suggest that consumers who have favorable brand experiences are more likely to engage in positive WOM communication. Therefore, the following hypothesis is proposed:

H4: Brand experience positively influences word-of-mouth intention.

3.5 Word-of-Mouth Intention and Brand Loyalty

Previous studies have consistently confirmed a close relationship between WOM intention and brand loyalty. Consumers who are more willing to share brand-related information tend to develop stronger loyalty toward the brand. For instance, Manyanga et al. (2022) found that WOM intention has a direct positive effect on customer loyalty. Similarly, Rafikul Alam Karim and Md Kamruzzaman Rabiul (2024) reported a positive association between customer loyalty and WOM behavior. In the context of eWOM, Aldulaimi et al. (2025) further confirmed that eWOM positively influences customer loyalty. However, Sun et al. (2024) noted that loyal customers may also be more likely to share negative eWOM when their expectations are not met, indicating that loyalty can amplify both positive and negative WOM behaviors. Overall, existing evidence suggests a strong link between WOM intention and brand loyalty. Therefore, the following hypothesis is proposed:

H5: Word-of-mouth intention positively influences brand loyalty.

3.6 The mediating role of Word-of-Mouth Intention

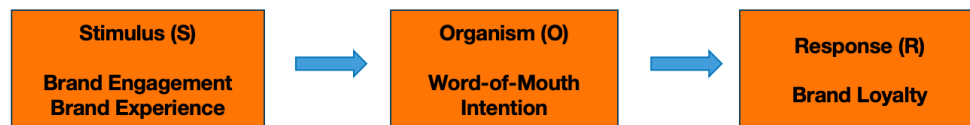
Previous studies have extensively examined the relationships among brand engagement, brand experience, WOM, and brand loyalty, highlighting the important mediating role of WOM. Research has shown that brand engagement positively influences WOM and subsequently enhances brand loyalty by encouraging consumers to share positive experiences and strengthen emotional attachment to the brand (Danyal et al., 2024; Akter et al., 2024). Similarly, positive and memorable brand experiences have been found to stimulate WOM and foster long-term loyalty through emotional and experiential connections with consumers (Liu & Yan, 2022; Manzoor et al., 2022; Yadav et al., 2023; Manyanga et al., 2022). Nevertheless, some studies have reported inconsistent findings regarding the mediating effect of WOM, suggesting that its role may vary across different contexts and consumer experiences (Haryono et al., 2023). Therefore, this study proposes that WOM intention serves as a key mediator between brand engagement, brand experience, and brand loyalty. Accordingly, the following hypotheses are proposed:

H6: WOM intention mediates the relationship between brand engagement and brand loyalty.

H7: WOM intention mediates the relationship between brand experience and brand loyalty.

3.7 Theoretical Framework

The theoretical framework of this study is grounded in the SOR model, which explains how external stimuli influence individuals' internal evaluations and subsequent behavioral responses. In this study, brand engagement and brand experience are conceptualized as the stimulus variables that shape consumers' psychological and emotional reactions. WOM intention represents the organism component, reflecting consumers' internal responses and intentions to share positive information about the brand. Brand loyalty is regarded as the response outcome, representing consumers' favorable behavioral intentions and continued commitment toward the brand. Based on the SOR model, the framework proposes that higher levels of brand engagement and positive brand experiences enhance WOM intention, which subsequently strengthens brand loyalty.



Source: Adapted from Mehrabian and Russell (1974)

Figure 2: Conceptual Framework

4. METHODOLOGY, VARIABLES AND DATA

This study adopted a quantitative, survey-based research design to examine the relationships among brand engagement, brand experience, word-of-mouth intention, and brand loyalty. A non-probability sampling technique, specifically purposive sampling, was employed to select individuals who had attended the Jinan Spring Water Festival. This sampling strategy was considered appropriate given the need to target respondents with relevant firsthand experience of the event. In addition, purposive sampling enables researchers to select respondents with relevant experience, thereby improving the relevance and validity of the data collected while increasing research efficiency. Ethical considerations were strictly observed throughout the data collection process. Participants were informed of the study purpose, confidentiality, and voluntariness, and provided written informed consent prior to participation.

All constructs were measured using established and validated scales adapted from prior studies to ensure reliability and validity. Brand engagement was measured

through cognitive, emotional, and behavioural engagement items; brand experience captured sensory, emotional, and experiential perceptions; word-of-mouth intention assessed respondents' willingness to recommend and share their festival experiences; and brand loyalty reflected revisit intention, preference, and long-term commitment. All items were rated on a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree").

Data were collected using a structured questionnaire administered both online and on-site. A total of 250 questionnaires were distributed, and 197 valid responses were obtained after data screening and cleaning, resulting in an effective response rate of 78.8%. The minimum required sample size was determined a priori using G*Power 3.1 based on a multiple regression model with three predictors, an effect size of 0.15, a significance level of 0.05, and a statistical power of 0.80. The results indicated a minimum sample size of 77, confirming that the study achieved adequate statistical power. Accordingly, the final valid sample of 197 responses exceeds the recommended threshold. Respondents were drawn from diverse demographic backgrounds, thereby enhancing the representativeness of the sample.

For data analysis, SPSS and SmartPLS were employed to conduct descriptive statistics, as well as reliability and validity assessments. Hypothesis testing and mediation analysis were performed using SmartPLS through the bootstrapping procedure with 5,000 resamples to examine the mediating effect of word-of-mouth intention between brand engagement, brand experience, and brand loyalty. This approach allows for the assessment of both direct and indirect effects without assuming normality, thereby providing robust empirical evidence for testing the proposed research model.

5. EMPIRICAL RESULTS AND ANALYSIS

The pilot test results based on 50 respondents demonstrate strong measurement reliability and validity. Table 1 showed that Cronbach's *Stimulate* alpha values ranged from 0.880 to 0.937, exceeding the recommended threshold of 0.70, indicating high internal consistency. Composite reliability values (ρ_c) ranged from 0.909 to 0.946, further confirming construct reliability. In addition, all constructs achieved satisfactory convergent validity, with AVE values ranging from 0.574 to 0.715, exceeding the minimum requirement of 0.50. Overall, the results suggest that the measurement model is reliable and valid for subsequent large-scale data collection.

Table 1: Cronbach's Alpha of Variables

Variables	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Engagement	0.892	0.899	0.914	0.574
Brand Experience	0.937	0.941	0.946	0.594
Word-of-Mouth Intention	0.900	0.905	0.926	0.715
Brand Loyalty	0.880	0.885	0.909	0.626

The correlation results among the four constructs in Table 2 indicate that all variables are positively and significantly related. Brand engagement shows strong correlations with brand experience ($r = 0.73$), word-of-mouth intention ($r = 0.64$), and brand loyalty ($r = 0.68$). Similarly, brand experience is highly associated with word-of-mouth intention ($r = 0.71$) and brand loyalty ($r = 0.77$), while word-of-mouth intention is also positively correlated with brand loyalty ($r = 0.67$). Overall, the results suggest meaningful and consistent positive relationships among all study variables.

Table 2: Correlations among the Four Factors of Perception

Variables	Brand Engagement	Brand Experience	Word-of-Mouth Intention	Brand Loyalty
Brand Engagement	1			
Brand Experience	0.73	1		
Word-of-Mouth Intention	0.64	0.71	1	
Brand Loyalty	0.68	0.77	0.67	1

The inner VIF values were examined to assess potential multicollinearity issues in the structural model. The results in Table 3 showed that all VIF values ranged from 1.396 to 1.766, which are well below the recommended threshold of 3.3. This indicates that no multicollinearity problems exist among the predictor constructs, confirming the stability and robustness of the structural model estimates.

Table 3: Inner Model Collinearity Assessment

Variables	Brand Engagement	Brand Experience	Word-of-Mouth Intention	Brand Loyalty
Brand Engagement			1.552	1.766
Brand Experience			1.552	1.607
Word-of-Mouth Intention				1.396
Brand Loyalty				

The results presented in Table 4 show that both brand engagement and brand experience have significant positive effects on brand loyalty and word-of-mouth intention. Specifically, BE ($\beta = 0.257$, $p < 0.001$) and BEX ($\beta = 0.580$, $p < 0.001$)

significantly enhance BL, while BE ($\beta = 0.273$, $p < 0.001$) and BEX ($\beta = 0.519$, $p < 0.001$) also significantly increase WOMI. In addition, WOMI has a significant positive impact on BL ($\beta = 0.188$, $p = 0.003$), indicating that consumers with stronger word-of-mouth intentions are more likely to develop brand loyalty.

Table 4: Mediation Effects of WOM Intention

Path	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Result
H1 BE -> BL	0.257	0.255	0.067	3.858	0.000	Supported
H2 BEX -> BL	0.58	0.587	0.061	9.498	0.000	Supported
H3 BE -> WOMI	0.273	0.274	0.066	4.112	0.000	Supported
H4 BEX -> WOMI	0.519	0.523	0.063	8.169	0.000	Supported
H5 WOMI -> BL	0.188	0.186	0.064	2.929	0.003	Supported
H6 BE -> WOMI -> BL	0.051	0.051	0.021	2.426	0.015	Supported
H7 BEX -> WOMI -> BL	0.097	0.098	0.037	2.62	0.009	Supported

Note. Brand Engagement=BE, Brand Experience=BEX, Word-of-Mouth Intention=WOMI, Brand Loyalty=BL

Regarding the mediating effects, WOMI significantly mediates the relationship between BE and BL ($\beta = 0.051$, $p = 0.015$) as well as between BEX and BL ($\beta = 0.097$, $p = 0.009$). Although both indirect effects are significant, their relatively small magnitudes suggest partial mediation. Notably, the mediating effect is stronger in the BEX pathway, implying that brand experience is more effectively translated into brand loyalty through word-of-mouth intention compared to brand engagement. Overall, WOMI plays a meaningful but partial mediating role in the relationship between brand-related factors and brand loyalty.

6. DISCUSSION

The findings of this study provide strong empirical evidence supporting all proposed hypotheses. The results indicate that brand engagement and brand experience significantly enhance brand loyalty. Specifically, brand engagement not only exerts a direct positive effect on brand loyalty but also an indirect effect through WOM intention. This finding suggests that when participants are more actively involved in festival-related activities, they are more likely to develop stronger loyalty and engage in positive communication behaviors, which further reinforces their attachment to the festival (Rahmat & Kurniawati, 2022; Goyal & Verma, 2024).

Similarly, brand experience shows a strong and significant impact on brand loyalty, both directly and indirectly via WOM intention. The results indicate that memorable and meaningful festival experiences play a crucial role in shaping emotional attachment and behavioral loyalty. In addition, both brand engagement and brand experience

significantly influence WOM intention, while WOM intention itself positively affects brand loyalty. This confirms the central role of WOM as a key behavioral mechanism that transforms experiential and engagement-based perceptions into sustained loyalty (Liu & Yan, 2022). The significant mediating effects of WOM intention further support H6 and H7, indicating partial mediation in both pathways.

Overall, these findings align with the SOR model, where brand engagement and brand experience influence internal states that lead to WOM intention and brand loyalty, with WOM intention acting as a key mechanism that strengthens their effects on loyalty.

7. Limitation

This study is subject to several limitations. The use of a cross-sectional research design restricts the ability to infer causal relationships among brand engagement, brand experience, word-of-mouth intention, and brand loyalty. In addition, the reliance on self-reported questionnaire data may introduce common method bias and social desirability bias, as respondents' answers are based on subjective perceptions rather than actual behaviors. Furthermore, the adoption of purposive sampling may limit the generalizability of the findings, since the selected respondents may not fully represent the broader consumer population. Future research is encouraged to employ longitudinal research designs, integrate multiple sources of data, and apply probability sampling techniques to improve the robustness and external validity of the findings.

8. CONCLUSION

This study concludes that both brand engagement and brand experience significantly contribute to brand loyalty in the context of the Jinan Spring Water Festival. Brand experience exhibits a stronger direct effect on loyalty, highlighting its central role in shaping participants' long-term attachment. In addition, word-of-mouth intention plays a significant partial mediating role in the relationships between brand engagement, brand experience, and brand loyalty, indicating that experiential and engagement-based effects are strengthened when participants are willing to share positive festival-related information. The findings also confirm that engagement and experience jointly form a coherent mechanism that drives advocacy behavior and loyalty formation.

This suggests that enhancing interactive participation and delivering high-quality experiential value are both essential for strengthening festival branding outcomes. From a practical perspective, festival organizers should prioritize the integration of immersive experiences with communication platforms that encourage social sharing, thereby amplifying loyalty effects. Theoretically, the study extends the SOR model by demonstrating how engagement and experience influence behavioral responses through WOM intention in a cultural festival setting. Future research may incorporate additional mediating variables such as emotional attachment or satisfaction and test the model in other cultural or creative tourism contexts to improve generalizability.

REFERENCES

- Akoglu, H. E., & Özbek, O. (2021). The effect of brand experiences on brand loyalty through perceived quality and brand trust: a study on sports consumers. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2130-2148. <https://doi.org/10.1108/APJML-05-2021-0333>
- Akter, S., Mohiuddin Babu, M., Hossain, T. M. T., Dey, B. L., Liu, H., & Singh, P. (2024). Omnichannel management capabilities in international marketing: the effects of word of mouth on customer engagement and customer equity. *International Marketing Review*, 41(1), 42-73. <https://doi.org/10.1108/IMR-09-2022-0203>
- Aldulaimi, S., Soni, S., Kampoowale, I., Krishnan, G., Ab Yajid, M. S., Khatibi, A., ... & Khurana, M. (2025). Customer perceived ethicality and electronic word of mouth approach to customer loyalty: the mediating role of customer trust. *International Journal of Ethics and Systems*, 41(1), 258-278. <https://doi.org/10.1108/IJOES-03-2024-0088>
- Aljuhmani, H. Y., Elrehail, H., Bayram, P., & Samarah, T. (2022). Linking social media marketing efforts with customer brand engagement in driving brand loyalty. *Asia Pacific Journal of Marketing and Logistics*, 35(7), 1719-1738. <https://doi.org/10.1108/APJML-08-2021-0627>
- Bae, B. R., & Kim, S. E. (2023). Effect of brand experiences on brand loyalty mediated by brand love: the moderated mediation role of brand trust. *Asia Pacific Journal of Marketing and Logistics*, 35(10), 2412-2430. <https://doi.org/10.1108/APJML-03-2022-0203>
- Bapat, D., & Kannadhasan, M. (2022). Satisfaction as a mediator between brand experience dimensions and word-of-mouth for digital banking services: does gender and age matter?. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 35, 3-25. <https://doi.org/10.1002/jcsd.2022.35.1.3-25>

- Bing, G., Al Mughairi, B., Karim, A. M., & Karim, A. M. (2024). Study on Importance of Brand Loyalty for Customer Retention for Consumer Durable Products: New Era Viewpoint. *International Journal of Academic Research in Business and Social Sciences*, 14(1), 453-464. <http://dx.doi.org/10.6007/IJARBSS/v14-i1/20464>
- Chou, S., Chen, C. W., & Wong, M. (2023). When social media meets low-cost airlines: Will customer engagement increase customer loyalty?. *Research in Transportation Business & Management*, 47, 100945. <https://doi.org/10.1016/j.rtbm.2023.100945>
- Chung, M. R., & Welty Peachey, J. (2022). The influence of brand experience on satisfaction, uncertainty and brand loyalty: a focus on the golf club industry. *Sport, Business and Management: An International Journal*, 12(2), 154-170. <https://doi.org/10.1108/SBM-11-2020-0115>
- Danyal, A., Zain, F., Fida, I., Abbas, M. Z., & Ali, M. R. (2024). Does Service Quality Impact Word of Mouth, Customer Loyalty and Customer Retention Through Consumer Engagement: Evidence from Pakistan. *Pakistan Journal of Law, Analysis and Wisdom*, 3, 84.
- Donovan, R. J., & Rossiter, J. R. (1982). Store atmosphere: An environmental psychology approach. *Journal of Retailing*, 58(1), 34–57.
- Elalfy, R. M., Elayat, A. M. A., & Elsharnouby, M. H. (2025). Building good brand experience to sustain positive electronic word of mouth: the mediating effect of brand love. *Management & Sustainability: An Arab Review*, 4(2), 217-236. <https://doi.org/10.1108/MSAR-01-2024-0001>
- Errajaa, K., Hombourger-Barès, S., & Audrain-Pontevia, A. F. (2022). Effects of the in-store crowd and employee perceptions on intentions to revisit and word-of-mouth via transactional satisfaction: A SOR approach. *Journal of Retailing and Consumer Services*, 68.103087. <https://doi.org/10.1016/j.jretconser.2022.103087>
- Gao, S., & Shao, B. (2024). How to prompt brand love and eWOM intention? Exploring the role of brand interactivity, consumer involvement and consumer brand engagement. *Asia Pacific Journal of Marketing and Logistics*, 36(10), 2744-2765. <https://doi.org/10.1108/APJML-10-2023-1010>
- Goyal, A., & Verma, P. (2024). The relationship between brand engagement, brand loyalty, overall brand equity and purchase intention. *Journal of Strategic Marketing*, 32(1), 65-79. <https://doi.org/10.1080/0965254X.2022.2149839>
- Haryono, A., Susilowati, E., Afifah, N., Hapsari, A. A., & Kinanti, L. A. B. (2023). The Impact Of Satisfaction And Trust On Customer Loyalty: The Role Of Word Of Mouth Intervention At Bank Jatim. *SEIKO: Journal of Management & Business*, 6(2), 432-444. <https://doi.org/10.37531/sejaman.v6i2.5262>

- Ho, J. M., Tiew, F., & Adamu, A. A. (2022). The determinants of festival participants' event loyalty: a focus on millennial participants. *International journal of event and festival management*, 13(4), 422-439. <https://doi.org/10.1108/IJEFM-01-2022-0006>
- Karim, R. A., & Rabiul, M. K. (2024). The relationships of corporate sustainability, customer loyalty, and word of mouth: the mediating role of corporate image and customer satisfaction. *Journal of Quality Assurance in Hospitality & Tourism*, 25(3), 421-441. <https://doi.org/10.1080/1528008X.2022.2135054>
- Liu, M., & Yan, J. (2022). The effect of brand personality on electronic word-of-mouth: Mediation of brand love and moderated mediation of brand experience sharing. *Frontiers in Psychology*, 13, 936033. <https://doi.org/10.3389/fpsyg.2022.936033>
- Mainolfi, G., & Vergura, D. T. (2022). The influence of fashion blogger credibility, engagement and homophily on intentions to buy and e-WOM. Results of a binational study. *Journal of Fashion Marketing and Management: An International Journal*, 26(3), 473-494. <https://doi.org/10.1108/JFMM-03-2021-0066>
- Manyanga, W., Makanyeza, C., & Muranda, Z. (2022). The effect of customer experience, customer satisfaction and word of mouth intention on customer loyalty: The moderating role of consumer demographics. *Cogent Business & Management*, 9(1).1-20. <https://doi.org/10.1080/23311975.2022.2034305>
- Manzoor, U., Baig, S. A., Sami, A., & Sajjad, I. (2022). The impact of brand experience, service quality, and perceived value on word of mouth and repurchase intentions. In *Antecedents and outcomes of employee-based brand equity*(pp. 198-218). IGI Global Scientific Publishing.
- Masarroh, I., Syarif, M., & Suyono, S. (2025). Motivations Behind e-WOM and Brand Engagement on Consumer Platforms: A Systematic Review. *International Journal of Economics and Management Research*, 4(3), 144-151. <https://doi.org/10.55606/ijemr.v4i3.512>
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. Cambridge, MA: MIT Press.
- Ong, C. H., Lee, H. W., & Ramayah, T. (2018). Impact of brand experience on loyalty. *Journal of Hospitality Marketing & Management*, 27(7), 755-774. <https://doi.org/10.1080/19368623.2017.1337540>

- Philip, L., & Pradiani, T. (2024). Influence Brand Experience, Viral Marketing and Brand Image to Brand Loyalty to Service Users Streaming Spotify in Indonesia. *Adi Journal On Recent Innovation*, 5(2), 127-135. <https://doi.org/10.34306/ajri.v5i2.992>
- Rahmat, W. M., & Kurniawati, K. (2022). The Influence of Brand Experience on Brand Loyalty through Perceived Quality, Brand Trust and Customer Satisfaction as Mediation. *SEIKO: Journal of Management & Business*, 4(3), 215-231. <https://doi.org/10.37531/sejaman.v4i3.1986>
- Samarah, T., Bayram, P., Aljuhmani, H. Y., & Elrehail, H. (2022). The role of brand interactivity and involvement in driving social media consumer brand engagement and brand loyalty: the mediating effect of brand trust. *Journal of Research in Interactive Marketing*, 16(4), 648-664. <https://doi.org/10.1108/JRIM-06-2020-0124>
- Siregar, N., Nursyamsi, S. E., Angellia, F., Hamboer, M. J. E., & Riyantie, M. (2023). The role of social media in increasing customer interaction and brand loyalty. *Jurnal Minfo Polgan*, 12(2), 1865-1873. <https://doi.org/10.33395/jmp.v12i2.13058>
- Sun, Y., Ding, W., Wang, X., Ren, X., & Purwanegara, M. S. (2024). The relationship between electronic word-of-mouth, customer loyalty and resistance to innovation. *Asia Pacific Journal of Marketing and Logistics*, 36(12), 3427-3445. <https://doi.org/10.1108/APJML-03-2023-0247>
- Wu, G., Tian, W., Zhang, L., & Yang, H. (2022). The Chinese spring festival impact on air quality in China: A critical review. *International Journal of Environmental Research and Public Health*, 19(15), 9074. <https://doi.org/10.3390/ijerph19159074>
- Yadav, R., Paul, J., & Mittal, A. (2023). Impact of nation brand experience on nation brand loyalty, and positive WOM in a changing environment: the role of nation brand love. *International Marketing Review*, 40(1), 28-48. <https://doi.org/10.1108/IMR-01-2022-0015>
- Zha, D., Foroudi, P., Melewar, T. C., & Jin, Z. (2022). Experiencing the sense of the brand: the mining, processing and application of brand data through sensory brand experiences. *Qualitative market research: An international journal*, 25(2), 205-232. <https://doi.org/10.1108/QMR-04-2021-0054>