WHY GO THE EXTRA MILE FOR APPLE?
A DIVE INTO BRAND LOVE AND BRAND JEALOUSY

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ABSTRACT

Shifting brand strategies increasingly emphasize fostering emotional connections, such as brand love and brand jealousy, to enhance consumers' willingness to pay a premium. Although extensive research has examined these emotional constructs, their relevance in the "masstige" context—brands that combine mass appeal with prestige, exemplified by Apple—remains underexplored. This study addresses this gap by investigating how brand experience and self-expressiveness act as antecedents to brand love and brand jealousy, which subsequently influence willingness to pay a premium, framed through the lens of attribution theory. Data were collected from 378 Indonesian Apple users through offline and online surveys and analyzed using covariance-based structural equation modeling with AMOS software version 24. The results demonstrate that brand experience significantly strengthens both brand love and brand jealousy, thereby enhancing consumer-brand relationships. While self-expressiveness also contributes to both emotional constructs, its impact is comparatively weaker than that of brand experience. Both brand love and brand jealousy were found to positively influence consumers' willingness to pay a premium. This study presents a comprehensive model linking emotional bonds to consumer spending behavior in the masstige context, providing actionable insights for brand managers to enhance emotional connections and drive premium pricing strategies.

Keywords: Brand experience, self-expressiveness, brand love, brand jealousy, willingness to pay a premium.

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1. INTRODUCTION

The universality of consumer behavior has engendered a paradigm shift, prompting brands to transcend their conventional focus on customer satisfaction and brand loyalty (Palusuk et al., 2019). A paramount concern for brands is the establishment of a robust rapport with their customers (Choi et al., 2024; Nair & Ahmad, 2023). This challenge is particularly salient within the domain of masstige brands, given that their customers consistently demand exclusivity in product offerings (Kashif et al., 2021). The ownership and consumption of masstige brands serve to augment the social status of the consumer, who seeks to impress others through the brand name, logo, and product attributes (Cronje et al., 2016). When a brand garners recognition and admiration from others, it evokes positive emotions in customers, fostering a sense of recognition (Kashif et al., 2021). Consequently, brand love, the positive emotional bond customers form with a brand, has become a focal point for scholars and marketers (Kim et al., 2023). Brands are increasingly inclined to cultivate brand love, given its advantageous outcomes, such as brand loyalty and positive word-of-mouth (Malhotra, 2022; Robertson et al., 2022; Wallace et al., 2014).

An exemplar of consumer affiliation with a brand can be found in consumer behavior toward the iPhone, wherein customers willingly endure protracted waits to procure their preferred smartphone, viewing it as a source of pride (Molina, 2021; Owen, 2021). The profound emotional connection that customers establish with their preferred brand is termed brand love. Nonetheless, an intense attachment to a brand can also give rise to brand jealousy, manifesting when a customer is unable to obtain a coveted product while others can (Dawood & Kashif, 2021; Kashif et al., 2021). A strong brand experience promotes emotional investment and a sense of belonging, yet unmet expectations—such as missing out on a product or exclusive event—can evoke feelings of fear of missing out and jealousy. These emotions are often fueled by the exclusivity of the brand and social comparisons, which amplify jealousy when access to products or experiences is perceived as inequitable (Biçakcioğlu et al., 2017; Kashif et al., 2021). Both brand love and brand jealousy are expressions of customer affiliation but may yield divergent outcomes (Sarkar & Sreejesh, 2014). Despite the substantial body of research on consumer behavior in luxury markets, the application of these concepts within the context of masstige remains underexplored (Singh & Wagner, 2024).

Within the realm of psychology, scholars have investigated the phenomena of love and jealousy within interpersonal relationships (Kashif et al., 2021). While Rossmann and Wilke (2017) define brand love in terms of the emotional intensity of the customer's bond with a brand, Bagozzi et al. (2017) describe it as the depth of emotionality. In a similar vein, Mathes and Severa (1981) conceptualize jealousy as an outgrowth of intense love, whereas White (1981) characterizes jealousy as emotions and feelings that jeopardize the quality and existence of a relationship. Love and jealousy are commonplace emotions experienced in daily life, contingent upon the depth of one's connection with beloved entities. Both emotions demand time, effort, and emotional investment in the beloved (Batra et al., 2012; Thomson et al., 2005). In the context of brand marketing, consumers manifest love and jealousy toward brands through their thoughts, emotions, and behaviors (Lastovicka & Sirianni, 2011; White, 1981). Brand love, as a positive psychological connection, encompasses passion, attachment, evaluation, and declaration (Carroll & Ahuvia, 2006; Karjaluoto et al., 2016; Roy et al., 2013). Conversely, brand jealousy embodies negative emotions triggered by perceived threats, anxiety, diminished self-esteem, and a loss of confidence when

others also possess a beloved brand (Biçakcioğlu et al., 2017; Sarkar & Sreejesh, 2014). Given the recent development of the constructs of brand love and brand jealousy, it is crucial to clearly delineate their antecedents and outcomes.

Scholars in marketing have drawn on interpersonal relationship theory from psychology to investigate brand love and brand jealousy (Albert & Merunka, 2013; Algharabat, 2017; Biçakcioğlu et al., 2017; Karjaluoto et al., 2016; Roy et al., 2013; Sarkar & Sreejesh, 2014). Antecedents to brand love encompass hedonic benefits, customer satisfaction, high-quality perception, brand image, self-expressiveness, congruity, and brand experience (Gumparthi & Patra, 2020). Conversely, antecedents to brand jealousy include self-esteem, brand love, brand identification, and brand authenticity (Joshi et al., 2023; Sarkar & Sreejesh, 2014). Similarly, consequences of brand love encompass brand loyalty, positive word-of-mouth, resistance to negative information, willingness to pay a premium price, and customer engagement (Malhotra, 2022; Gumparthi & Patra, 2020), while consequences of brand jealousy include materialism, purchase intention, active engagement, brand hate, and willingness to pay a premium (Biçakcioğlu et al., 2017; Kashif et al., 2021; Sarkar & Sreejesh, 2014). The willingness to pay a premium price is a notable variable that has been proposed as an outcome of both brand love and brand jealousy. This outcome represents a brand-favorable result, which has stimulated researchers to investigate its relationship with both brand love and brand jealousy (Dawood & Kashif, 2021). This study seeks to explore the determinants of brand love and brand jealousy and their respective impacts on the willingness to pay a premium, with a particular focus on the masstige brand context.

This paper emphasizes the significance of comprehending the determinants of willingness to pay a premium, specifically in the context of brand love and brand jealousy. To achieve this, the study explores the influence of brand experience and self-expressiveness within the context of the Apple brand. Anchored in attribution theory, this study elucidates the pivotal roles that brand experience and self-expressiveness play in fostering brand love and brand jealousy. Notably, both of these factors exert influence on the willingness to pay a premium. The findings of this study valuable insights for brand managers to analyze consumer spending behavior and formulate effective strategies that influence consumer decisions. Simultaneously, this research advances the existing theory of attribution in academic literature, offering a more nuanced perspective on brand love and brand jealousy. For brands, it equips brand managers with the knowledge to understand the factors shaping customers' decisions to pay a premium and to develop pricing strategies for brand growth.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1. *Attribution Theory*

This study endeavors to investigate the impact of brand experience and self-expressiveness on the development of brand love and brand jealousy, ultimately influencing consumers' willingness to pay a premium. The theoretical framework underpinning this study draws upon Attribution Theory, a widely employed paradigm within the field of marketing to elucidate consumer decision-making processes (Mizerski et al., 1979). This theory elucidates the intricate cognitive processes within individuals that significantly shape their behavioral responses to external stimuli and events (Mullen & Johnson, 1990). By its core tenets, Attribution Theory posits that individuals'

retrospective reflections and attributions regarding past events wield profound influence over their ensuing behaviors and responses (Heider, 1958). These attributions, in essence, serve as cognitive lenses through which individuals interpret and make sense of the world around them, including their interactions with brands. Understanding the internal and external factors at play in shaping these attributions becomes paramount within this paradigm (Heider, 1958).

Of equal significance in this study is the concept of self-expressiveness, a dimension intimately linked with the brand-consumer relationship. Self-expressiveness herein pertains to the extent to which an individual's self-concept aligns with and finds resonance in the attributions and characteristics associated with a particular brand (Carroll & Ahuvia, 2006; Wallace et al., 2014). It is essential to underscore that both brand experience and self-expressiveness represent cognitive constructs of profound consequence, each wielding the potential to exert a discernible influence over human behavior, thereby inciting nuanced and multifaceted responses. The study thus embarks upon a comprehensive exploration of these intricate cognitive dynamics, aiming to unravel the complex mechanisms that underlie consumers' perceptions of brands and their proclivity to invest in and attach value to these brands.

2.2. Brand Experience and Brand Love

In the current competitive market landscape, brands have evolved beyond their traditional role as mere identifiers of products or services, transforming into creators of valuable and memorable customer experiences. This shift reflects the growing recognition that building meaningful customer connections requires more than functional offerings; it demands experiences that deeply engage sensory, intellectual, and behavioral dimensions (Huang, 2017; Safeer et al., 2021). Sensory attributes, such as visual appeal, soundscapes, and tactile qualities, stimulate customer perception, allowing them to internalize brand values and messages. Intellectual experiences stimulate consumers' cognitive processes, fostering problem-solving and creativity that embed the brand into their mental frameworks. Moreover, behavioral experiences arise through active participation, such as contributing to brand communities and co-creation initiatives. Together, these dimensions create multifaceted experiences that leave lasting impressions, shaping customers' cognitive and emotional responses while reinforcing brand resonance.

The emotional outcomes of such holistic engagement are critical to developing strong customer-brand relationships. Impressive and rich brand experiences evoke positive emotions, which form the foundation of emotional attachment, a critical driver of brand love. Research has consistently highlighted the importance of emotional connections in branding. For instance, Choi et al. (2024) identify emotional attachment as a precursor to brand love, while Shetty and Fitzsimmons (2022) emphasize the importance of positive brand experiences in fostering these attachments, ultimately strengthening brand love and loyalty. Loureiro (2017) further demonstrates that active engagement in brand-led activities amplifies these effects, suggesting that the combination of sensory, intellectual, and behavioral experiences fosters deeper emotional ties. These findings support the proposition that holistic brand experiences serve as a critical mechanism for cultivating brand love. By providing multifaceted experiences that transcend functional and transactional interactions, brands have the potential to build enduring emotional connections with their customers. These connections are instrumental in nurturing brand love, as they strengthen the emotional bonds required for long-term affinity. Based on this rationale, the following hypothesis is proposed:

Hypothesis 1: Brand experience positively influences brand love.

2.3 *Brand Experience and Brand Jealousy*

Brand experience encompasses the cognitive, sensory, and behavioral perceptions that consumers develop through their interactions with a brand (Huang, 2017; Safeer et al., 2021). A strong brand experience fosters a profound emotional connection between consumers and the brand, which can lead to various psychological outcomes. One such outcome is brand jealousy, which is perceived as a feeling of envy toward other consumers who have better access to the brand (Dawood & Kashif, 2021; Kashif et al., 2021), such as exclusive products, premium services, or unique experiences. This emotional response can be understood as a byproduct of deep emotional attachment to the brand.

Positive brand experiences often cultivate perceptions of exclusivity and social status, amplifying consumers' emotional investment in the brand (Xie & Muralidharan, 2024). This aligns with social comparison theory (Festinger, 1954), which asserts that individuals evaluate their standing by comparing themselves to others. Within the context of branding, positive brand experiences heighten consumers' awareness of their emotional and social connection to the brand, thereby increasing their susceptibility to feelings of jealousy when others are perceived to gain greater benefits or status from their relationship with the brand (Dawood & Kashif, 2021). The stronger the consumer's positive experiences with a brand, the deeper their emotional attachment becomes. Consequently, they are more likely to experience envy when observing others enjoying exclusive advantages provided by the same brand (Biçakcioğlu et al., 2017; Kashif et al., 2021). Moreover, strong brand experiences often foster a sense of belonging and reinforce the integration of the brand into consumers' identities (Fernandes & Inverneiro, 2021). When individuals perceive the brand as an integral component of their self-concept, they become more sensitive to feelings of inferiority or loss if others are seen to enjoy superior experiences. These perceptions further intensify the likelihood of brand jealousy. Based on these arguments, it is posited that positive brand experiences directly enhance the propensity for brand jealousy. Thus, the following hypothesis is proposed:

H2: Brand experience positively influences brand jealousy.

2.4. *Self-Expressiveness and Brand Love*

Self-expressiveness, within the marketing domain, refers to the extent to which consumers perceive their personal identity as being reflected in a brand's characteristics (Carroll & Ahuvia, 2006). This concept highlights the role of brands as platforms for individuals to express both their personal and social identities. When a brand embodies values, lifestyles, or traits that align with an individual's sense of self, it transcends its functional purpose to become a symbolic representation of the consumer's identity (Algharabat, 2017; Pribadi et al., 2019). Through this symbolic role, self-expressive brands foster strong consumer-brand relationships, allowing individuals to communicate and reinforce their self-concepts via their brand associations.

Empirical studies have established a positive link between self-expressiveness and brand love. Carroll and Ahuvia (2006) found that the personal ("inner self") and social ("social self") dimensions of identity significantly influence the development of brand love. Building on this, Batra et al. (2012) argued that a brand's capacity to resonate with both consumers' current and aspirational identities facilitates the creation of brand love. Customers who engage in self-expression through brands are more inclined to develop affection for these brands, positioning self-

expressiveness as a critical antecedent to brand love (Saini et al., 2023; Strandberg & Styvén 2020). This alignment between consumers' self-expressive needs and brand identity acts as a catalyst for brand love, making it plausible that consumers will form stronger emotional attachments to brands that reflect their self-concept (Wallace et al., 2014). Based on this reasoning, the following hypothesis is proposed:

Hypothesis 3: Self-expressiveness positively influences brand love.

2.5. Self-Expressiveness and Brand Jealousy

Consumers often favor brands that resonate with their personal identity and values, using these brands as symbolic tools to express and reinforce their self-image (Algharabat, 2017; Carroll & Ahuvia, 2006; Wallace et al., 2014). When a brand uniquely reflects an individual's identity, it cultivates a strong emotional bond (Calapez et al., 2024; Shetty & Fitzsimmons, 2022; Wallace et al., 2014). However, this personal attachment can also spark social dynamics, such as competition or envy, particularly when others are perceived to have a closer or more privileged relationship with the brand. In such instances, brand jealousy may arise, manifesting as feelings of unease or dissatisfaction when individuals perceive others as having a stronger association with a brand that is central to their self-concept (Dawood & Kashif, 2021; Kashif et al., 2021). This phenomenon becomes more pronounced in scenarios where individuals observe others signaling their social status through brand ownership, which amplifies perceived disparities. While high levels of self-expressiveness foster deep emotional bonds with a brand, they may paradoxically heighten insecurity by increasing sensitivity to these social displays. Such perceived inequalities challenge the consumer's symbolic attachment to the brand and may amplify feelings of jealousy (Dawood & Kashif, 2021; Sarkar & Sreejesh, 2014), especially in competitive social environments. Based on this understanding, the following hypothesis is proposed:

H4: Self-expressiveness positively influences brand jealousy.

2.6. Brand Love, Brand Jealousy, and Willingness to Pay Premium

When it comes to brand love, research has elucidated that an individual's level of emotional attachment to a specific object can effectively forecast their interactions with that object (Kim et al., 2023). As customer-brand interactions increase in frequency and depth, brand love tends to burgeon over time. These interactions have the propensity to elicit potent emotional responses in customers, fostering a profound and meaningful connection with the brand. In such a scenario, customers who share a robust emotional bond with the brand tend to view it as irreplaceable, leading to specific behaviors, including financial sacrifices such as willingness to pay a premium for the brand's products (Thomson et al., 2005). Consequently, customers who have cultivated a deep love for the brand exhibit a reluctance to switch to alternative brands, even when faced with premium pricing strategies by marketers. Similarly, a fundamental characteristic of jealousy is a heightened sense of possessiveness (Biçakcioğlu et al., 2017). In this context, when a customer is unable to acquire their beloved brand due to unforeseen circumstances, they often become more fervent in their desire to possess the brand and may experience jealousy when the brand is owned by others (Sarkar & Sreejesh, 2014). Therefore, it is anticipated that customers, particularly during their initial encounter with a brand, would be willing to pay a premium. These customers, deeply emotionally attached to the brand, are motivated to sustain the relationship and are thus more inclined to invest a higher amount to mitigate any perceived threat to the interpersonal relationship

(Zhang et al., 2020). Consequently, the following hypothesis is advanced:

Hypothesis 5: Brand love has a positive influence on willingness to pay a premium.

Hypothesis 6: Brand jealousy has a positive influence on willingness to pay a premium.

3. RESEARCH METHOD

3.1. Data Collection and Sample

Before commencing data collection, the research questionnaire underwent a thorough piloting process, involving two assistant professors and eight undergraduate students, who engaged in face-to-face interactions. This meticulous approach aimed to ensure the utmost clarity of all measurement items. The results of the pretest indicated that, while all participants demonstrated a clear comprehension of the measurement items, some minor adjustments to the wording were deemed necessary to mitigate the potential for misinterpretation. Subsequently, the finalized questionnaire was administered to the target respondents through both offline and online methods. An offline survey was carried out in various bustling locales in Bengkulu city, Indonesia, including universities and shopping centers, where researchers directly engaged with the intended participants. In parallel, an online survey was conducted by disseminating a questionnaire link to members of several Apple brand communities on platforms such as Facebook (E.g., https://tinyurl.com/2p8bdykr), Instagram (E.g., https://tinyurl.com/2p8vkzhd), and YouTube (E.g., https://tinyurl.com/mryrmtru). Participants were apprised of the voluntary nature of their involvement in the survey, entitling them to refuse participation or withdraw at any point during the interview process.

An accidental sampling technique was employed in selecting respondents, based on several considerations. These included the lack of sufficient information regarding the population of Apple product users in Indonesia, the need for efficiency in terms of time, effort, and cost, and the ease of accessing the target respondents. Additionally, accidental sampling was preferred as it avoids the complex procedures associated with probability sampling, which typically involve a more systematic approach for participant selection and the training of a larger number of enumerators. Data collection, including the distribution of questionnaires, was used one or more Apple-related products, such as the iPhone, iPad, MacBook, Apple Watch, and Apple TV. A total of 416 responses were collected, of which 378 were deemed valid, while 38 were excluded due to incomplete responses. The resulting valid sample size exceeded the minimum requirement of 320 respondents for conducting structural equation modeling in this study, as recommended by Hair et al. (2019). The majority of respondents were female (52.3%), college students (55.1%), fell within the age range of 17 to 25 years (60.7%), and possessed an iPhone (79.6%). For more detailed demographic information regarding the respondents, please refer to Table 1.

Table 1: Respondents' Profile

Respondents' Profile		Frequency	Percentage
Gender	Male	180	47.7
	Female	198	52.3
Age	17-25 years old	230	60.7
	>26-30 years old	104	27.6
	>31-35 years old	40	10.6
	36 years old and above	4	1.1
Profession	Public servant	103	27.3
	Private employee	45	12.0
	Entrepreneur	21	5.6
	College student	209	55.1
Apple-related product owned by respondents	iPhone	301	79.6
	iPad	14	3.6
	MacBook	39	10.2
	Apple Watch	16	4.3
	Apple TV	8	2.3

3.2. Measurement Scales

In this study, a 7-point Likert scale was employed, ranging from "totally disagree" to "totally agree", to assess all measurement items. These measurement items were adapted from well-established studies to ensure reliability and validity. Specifically, to gauge brand experience, nine measurement items were sourced from the work of Huang (2017). Self-expressiveness and brand love were evaluated using eight and ten items, respectively, derived from Kashif et al. (2021). Furthermore, brand jealousy was measured using three items from Sarkar and Sreejesh (2014), while willingness to pay a premium was evaluated using two items from Biçakcioğlu et al. (2017). All measurement items were translated from English to Bahasa to enhance clarity and consistency.

4. RESULTS AND ANALYSIS

4.1. Common Method Bias

In the context of a cross-sectional study, wherein all measurements emanated from a singular questionnaire, the imperative need for early detection arises to ascertain the presence of common method bias (CMB) within the dataset, as outlined by Podsakoff et al. (2003). To discern whether CMB indeed tainted the dataset, this study conducted Harman's one-factor test. The results of this test revealed that the primary factor accounted for 35.95% of the variance, a proportion which did not surpass the established threshold of 50%. Furthermore, the potential presence of CMB was also scrutinized through the computation of Pearson correlation coefficients, as elucidated by Pavlou et al. (2007). Upon examination, the statistical findings displayed a spectrum of Pearson correlation coefficients ranging from 0.243 to 0.595, all of which remained below the established threshold of 0.900. The outcomes derived from these two distinct methodologies concurred in attesting to the absence of significant concerns regarding CMB within the dataset.

4.2. Validity and Reliability Test

The data were analyzed using covariance-based structural equation modeling with AMOS software version 24. Prior to testing the structural model, the initial step in the analysis involved testing the validity and reliability of all variables. As shown in Table 2, the study conducted a comprehensive assessment of psychometric properties, including Factor Loadings (FL), Average Variance Extracted (AVE), Composite Reliability (CR), and Cronbach's Alpha. These metrics were calculated using the maximum likelihood estimation method to ensure the robustness of the measurement model. During the initial stage of confirmatory factor analysis (CFA), three items pertaining to brand love were eliminated from the analysis due to their FL values falling below the 0.5 threshold. Subsequent statistical analyses revealed loading factor values ranging from 0.738 to 0.885, and AVE values ranging from 0.555 to 0.738. All loading factor and AVE values exceeded the established threshold of 0.500, signifying robust convergent validity, as per Hair et al. (2019). The Composite Reliability (CR) scores spanned from 0.714 to 0.957, and the Cronbach's alpha scores ranged from 0.713 to 0.960. Notably, all CR and Cronbach's alpha values surpassed the minimum threshold of 0.700, thus affirming the presence of commendable internal consistency, in accordance with Hair et al. (2019). Additionally, the AMOS analysis yielded favorable results regarding the measurement model fit (χ^2 = 713.821; df = 355; χ^2/df = 2.011; GFI = 0.890; NFI = 0.924; TLI = 0.954; CFI = 0.960; RMSEA = 0.052; SRMR = 0.032), as elucidated by Hair et al. (2019). Furthermore, the findings from the discriminant analysis revealed that the square root of the AVE for each construct exceeded the Pearson correlation coefficients between any pair of constructs, thereby establishing satisfactory discriminant validity, in alignment with the criteria outlined by Fornell and Larcker (1981). Detailed results of the discriminant validity assessment are presented in Table 3.

Table 2: Measurement Model Results

Constructs	Factor loading	Measurement error	Average of variance extracted	Composite reliability	Cronbach's Alpha
Brand Experience			0.641	0.941	0.940
BE01	0.790***	0.376			
BE02	0.798***	0.363			
BE03	0.809***	0.346			
BE04	0.793***	0.371			
BE05	0.853***	0.272			
BE06	0.769***	0.409			
BE07	0.756***	0.428			
BE08	0.854***	0.271			
BE09	0.775***	0.399			
Self-Expressiveness			0.738	0.957	0.960
SE01	0.885***	0.217			
SE02	0.872***	0.240			
SE03	0.884***	0.219			
SE04	0.885***	0.217			
SE05	0.845***	0.286			
SE06	0.823***	0.323			
SE07	0.860***	0.260			
SE08	0.815***	0.336			

Brand Love			**0.644**	**0.927**	**0.925**
BL01	0.844***	0.288			
BL02	0.862***	0.257			
BL03	0.804***	0.354			
BL05	0.754***	0.431			
BL06	0.742***	0.449			
BL09	0.783***	0.387			
BL10	0.820***	0.328			
Brand Jealousy			**0.738**	**0.894**	**0.893**
BJ1	0.855***	0.269			
BJ2	0.863***	0.255			
BJ3	0.860***	0.260			
Willingness to Pay a Premium			**0.555**	**0.714**	**0.713**
WTP01	0.752***	0.434			
WTP02	0.738***	0.455			

Notes: Goodness-of-Fit $\chi^2 = 713.821$; df = 355; $\chi^2/df = 2.011$; GFI = 0.890; NFI = 0.924; TLI = 0.954; CFI = 0.960; RMSEA = 0.052; SRMR = 0.032; ***: $\rho<0.001$

Table 3: Descriptive Statistics, Discriminant Validity, and Correlation Matrix

Constructs	Mean	Standard Deviation	BE	SE	BL	BJ	WPP
BE	5.254	0.652	**0.800**				
SE	4.960	0.938	0.262***	**0.859**			
BL	5.367	0.666	0.428***	0.301***	**0.802**		
BJ	5.312	0.751	0.393***	0.307***	0.556***	**0.859**	
WPP	5.313	0.774	0.353***	0.243***	0.522***	0.595***	**0.745**

Notes: BE: Brand Experience, SE: Self-Expressiveness, BL: Brand Love, BJ: Brand Jealousy, WPP: Willingness to Pay a Premium. Diagonal elements are the square root of the average variance extracted of each construct, Pearson correlation coefficients are shown below the diagonal, ***: $\rho<0.001$.
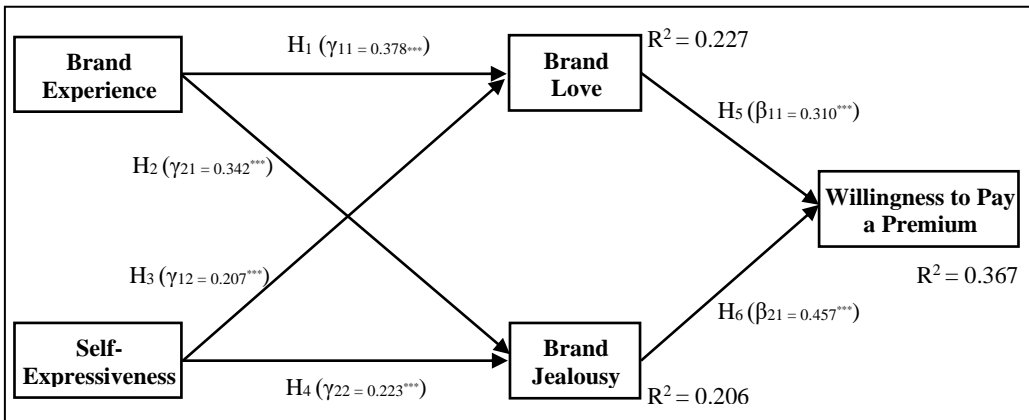
4.3. Structural Model

The results obtained from the AMOS analysis underscore a satisfactory level of fit for the structural model ($\chi^2 = 777.633$; df = 358; $\chi^2/df = 2.172$; GFI = 0.881; NFI = 0.917; TLI = 0.947; CFI = 0.953; RMSEA = 0.056; SRMR = 0.062), in accordance with Hair et al. (2019). The empirical findings revealed that brand experience exhibited a statistically significant positive effect on brand love ($\gamma_{11} = 0.378$, p < 0.001) and brand jealousy ($\gamma_{21} = 0.342$, p < 0.001), thus providing support for Hypothesis 1 and Hypothesis 2. Similarly, self-expressiveness demonstrated a positive and statistically significant influence on brand love ($\gamma_{12} = 0.207$, p < 0.001) and brand jealousy ($\gamma_{22} = 0.223$, p < 0.001), thereby substantiating Hypothesis 3 and Hypothesis 4. Furthermore, the results indicated that brand love had a statistically significant and positive impact on willingness to pay a premium ($\beta_{11} = 0.310$, p < 0.001), thus validating Hypothesis 5. Finally, the findings also affirmed Hypothesis 6, indicating a significant positive relationship between brand jealousy and willingness to pay a premium ($\beta_{12} = 0.457$, p < 0.001). For a more comprehensive presentation of the hypothesis testing results, please refer to Table 4 and Figure 1.

Table 4: Hypotheses Tests

Hypothesis	Paths			Symbols	Path coefficients	Critical ratio	Test results
H1	BE	$\rightarrow$	BL	γ_{11}	0.378***	7.057	Supported
H2	BE	$\rightarrow$	BJ	γ_{21}	0.342***	6.253	Supported
H3	SE	$\rightarrow$	BL	γ_{12}	0.207***	4.043	Supported
H4	SE	$\rightarrow$	BJ	γ_{22}	0.223***	4.178	Supported
H5	BL	$\rightarrow$	WPP	β_{11}	0.310***	5.114	Supported
H6	BJ	$\rightarrow$	WPP	β_{12}	0.457***	6.980	Supported

Notes: Goodness-of-Fit $\chi2 = 777.633$, df = 358, $\chi2/df = 2.172$, GFI = 0.881, NFI = 0,917, TLI = 0.947, CFI = 0.953, RMSEA = 0.056, SRMR = 0.062. BE: Brand Experience, SE: Self-Expressiveness, BL: Brand Love, BJ: Brand Jealousy, WPP: Willingness to Pay a Premium, ***: $\rho<0.001$.

Figure 1: Structural Model Results

5. DISCUSSION AND CONCLUSION

5.1. Key Findings

This study has developed a comprehensive conceptual framework that elucidates the influence of brand experience and self-expressiveness on the dynamics of brand love and brand jealousy. Furthermore, it underscores the necessity of investigating the willingness to pay a premium, with brand love and brand jealousy serving as antecedents in this regard. Empirical validation has substantiated all formulated hypotheses.

Brand experience assumes a crucial role in the cultivation of brand love, aligning with existing literature that underscores the enduring impact of memorable brand experiences on consumers and their consequent development of brand love (Bae & Kim, 2023; Fernandes & Inverneiro, 2021; Santos & Schlesinger, 2021). Therefore, it is imperative for businesses to prioritize the creation of distinctive customer experiences through continual innovation in product offerings and branding

strategies, enhanced value delivery, and impeccable service. Additionally, this study confirms that brand experience is a catalyst for the emergence of brand jealousy. A memorable customer experience fosters profound cognitive and emotional connections between consumers and brands, capable of engendering both brand love and brand jealousy. In essence, an exceptional experience, perceived as a unique privilege by the consumer may invoke jealousy when others share a similar experience or engage with the same brand (Dawood & Kashif, 2021; Saini et al., 2023).

Furthermore, the findings corroborate a positive relationship between self-expressiveness and brand love, aligning with prior research by Kashif et al. (2021), Saini et al. (2023), Strandberg and Styvén (2020). A brand transcends its role as a mere product label, transforming into a symbol that reflects the personality and social status of its consumers (Pribadi et al., 2019). When a consumer expresses their identity through a brand, their affinity for that brand intensifies, signifying a critical message from consumers to brand owners to uphold and enhance their brand's intrinsic value. Similarly, a consumer's journey toward self-actualization, symbolized by the acquisition of high-value brands, can be disrupted by peers who opt for the same brand (Dawood & Kashif, 2021; Saini et al., 2023). Consequently, brand jealousy arises when a consumer's self-expressiveness is challenged by others with similar brand preferences.

Lastly, this study reaffirms previous findings (Bairrada et al., 2019; Santos & Schlesinger, 2021; Wallace et al., 2022) on the significant and positive influence of brand love on consumers' willingness to pay a premium price. Brand love, rooted in a deep emotional connection and consistently positive experiences, fosters a sense of irreplaceability and elevated status. This attachment motivates consumers to invest considerable resources—time, effort, and finances—driven by the emotional gratification that outweighs financial costs. Similarly, consistent with Biçakcioğlu et al. (2017) and Joshi et al. (2023), the study validates the role of brand jealousy in shaping premium pricing behaviors. The emotional response triggered by unmet desires or exclusivity enhances the brand's symbolic value, elevating its appeal as a status symbol. Such consumers are highly motivated to acquire the brand, often prioritizing aspirations over financial considerations, especially when scarcity intensifies these emotions. In both cases—whether fueled by brand love or brand jealousy—the underlying driver is the powerful emotional appeal of Apple as a brand. Apple has consistently transcended the functional attributes of its products, transforming its devices into symbols of personal fulfillment, identity, and social connection (Fazli-Salehi et al., 2020; Jiao & Wei, 2020). For those who admire the brand, owning an iPhone, MacBook, or Apple Watch is not just about leveraging cutting-edge technology; it is about aligning with a lifestyle that reflects creativity, innovation, and exclusivity (Bae & Kim, 2023; Jiao & Wei, 2020). Meanwhile, for those experiencing brand jealousy, the allure lies in the aspiration to belong to a community that embodies these ideals. This emotional connection is further amplified by Apple's masterful brand storytelling, premium design aesthetics, and seamless integration across its ecosystem. These elements collectively enhance the brand's perceived value, making consumers willing to pay a premium price not only to own a product but to maintain their association with the brand. Whether it is the prestige of being part of the Apple ecosystem or the social prestige of carrying the latest iPhone, Apple has cemented its role as more than a technology provider—it is a cultural and emotional icon.

5.2. Theoretical Contributions

The main theoretical contributions of this study can be summarized in two key aspects. First, it is observed that both brand love and brand jealousy play pivotal roles in influencing the willingness of consumers to pay a premium for a product. These constructs, taken together, collectively explain approximately 36.7 percent of the variance in the willingness to pay a premium, signifying their robust explanatory power. In particular, it is noteworthy that brand jealousy emerges as a significant antecedent factor for the willingness to pay a premium ($\beta_{21} = 0.457$, $p < 0.001$). It is worth highlighting that previous studies have not integrated these two constructs within a unified model to explore their combined impact on the willingness to pay a premium (Albert & Merunka, 2013; Bairrada et al. 2019; Biçakcioğlu et al., 2017). Additionally, this study also brings to light the substantial explanatory power of brand experience and self-expressiveness in fostering brand love ($R^2 = 0.227$) and brand jealousy ($R^2 = 0.206$, $p < 0.001$). Furthermore, this study confirms that brand experience serves as a critical catalyst, surpassing self-expressiveness, in influencing both brand love and brand jealousy, with coefficients $\gamma_{11} = 0.378$ ($p < 0.001$) and $\gamma_{21} = 0.342$ ($p < 0.001$), respectively. Consequently, this research contributes to the literature on brand experience, brand love, and brand jealousy, especially within the context of innovative masstige products. Secondly, by presenting a robust conceptual framework for understanding brand love and brand jealousy in the specific context of Indonesian consumers, this study enhances the body of knowledge in this area, especially in culturally diverse settings. This framework can potentially explain the widespread consumer enthusiasm for innovative masstige products worldwide, offering a valuable perspective on this phenomenon across various cultural contexts.

5.3. Practical Contributions

This study also offers practical insights for marketing managers, particularly in the context of developing marketing strategies for innovative masstige products. Firstly, companies are encouraged to craft distinctive and memorable brand experiences to enhance both brand love and brand jealousy. These experiences encompass sensory and intellectual elements, engaging consumers' senses through touch, sight, smell, sound, and taste while they interact with innovative masstige products. It is imperative for companies to continually adapt product designs, including aspects such as color, size, materials, and other visual attributes, in alignment with market trends and the lifestyles of their target consumers. Equally significant is the provision of product features (E.g., screen quality, audio capabilities, camera specifications, memory capacity, and processor performance) that cater to the growing mobility demands of consumers. Thus, this research underscores the importance for companies to maintain a culture of innovation that aligns their products with evolving market demands.

Secondly, it is of paramount importance for brand managers to facilitate behavioral experiences by promoting customer engagement with their brands through diverse avenues such as sales promotions, corporate social responsibility initiatives, marketing contests, and by maximizing the potential of social media platforms and brand communities in reinforcing interactions between the company and consumers. Extensive literature supports the notion that social media and brand communities create a space for various stakeholders within the corporate ecosystem to exchange ideas, insights, information, experiences, and knowledge (Algharabat, 2017).

Thirdly, brand managers should recognize the significant influence of brand love and brand jealousy on consumers' willingness to pay a premium. To this end, brand managers are advised to foster a strong emotional bond between consumers and the brand by enhancing the overall brand value. Furthermore, it is crucial to emphasize exclusive, prestigious, stylish, and luxurious attributes in various aspects of the product, including its features, packaging, distribution, marketing communications, and after-sales services. These elements serve to reinforce brand love and brand jealousy, consequently increasing consumers' willingness to pay a premium price for the product.

5.4. Limitations and Suggestions

This study still exhibits certain imperfections which necessitate future enhancements. Firstly, the utilization of a cross-sectional research design with an accidental sampling method, results in constraints on the interpretative scope and generalizability of the findings. To enhance the robustness and external validity of the results, it is advisable to conduct further research encompassing diverse study designs, such as experimental, longitudinal, meta-analytical, or qualitative approaches, with a view to confirming the present findings. Additionally, it would be beneficial to consider the adoption of a random sampling method, provided it is logistically feasible, as this would yield a more accurate representation of the target population. The interpretation of findings derived from random sampling would offer a heightened degree of precision compared to findings derived from non-random sampling. Secondly, it should be noted that this study's focus is exclusively directed towards a single brand of innovative masstige product. Future investigations should extend their purview to encompass a diverse array of product and service brands, thereby enriching the breadth of findings and generalizability.

Thirdly, it is essential to recognize that the conceptual model proposed in this study does not account for potential contingency factors. Addressing these factors in future research could provide a more nuanced understanding of the relationships examined, as such variables may significantly influence the strength and configuration of the proposed model (MacKinnon, 2011). For instance, while brand love and brand jealousy have been studied across various countries, to the best of our knowledge, limited research has yet explored the moderating effect of cultural factors within this framework. Investigating these cultural dynamics would offer valuable insights into how emotional attachments to brands manifest and vary across different societal contexts. Fourthly, this study focuses on the impact of brand love and brand jealousy on consumers' willingness to pay a premium, emphasizing the constructive aspects of the customer-brand relationship. However, it is equally important to consider the vulnerabilities associated with strong emotional attachments, which future research could examine to provide a more holistic perspective. For example, exploring switching intentions may reveal the limitations of brand love, particularly in situations where dissatisfaction or the allure of competitors shapes consumer responses. Competitors might leverage these switching intentions by offering superior value propositions or addressing unmet emotional needs, even within strong brand relationships. Similarly, brand jealousy introduces complex dynamics that warrant deeper investigation. Switching intentions, in this context, may act as a coping mechanism for consumers dealing with the negative emotions associated with their attachment to the brand. This area of inquiry could clarify whether brand jealousy provokes retaliatory behaviors, such as brand defection, or fosters heightened efforts by consumers to repair and restore their bond with the brand. Exploring these possibilities would advance understanding

of the dual nature of emotional attachments in customer-brand relationships, encompassing their potential to drive both constructive and disruptive consumer behaviors.

CONFLICT OF INTERESTS

The authors declare no conflict of interest.

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