

From status to emotion: What drives Apple brand love and willingness to pay?

Rafidianto Wibisono¹, Nofrizal², Hammam Zaki³, Arizal N⁴

^{1,2,4}Universitas Lancang Kuning, Pekanbaru, Indonesia

³Universitas Muhammadiyah Riau, Pekanbaru, Indonesia

*Correspondents e-mail: nofrizalfe@unilak.ac.id

Article Info

Article history:

Received : 2023-12-06

Accepted : 2026-07-15

Published: 2026-07-28

JEL Classification Code:

M31, D12, M37, D91

Author's email:

rafidianto@unilak.ac.id

zaki@umri.ac.id

arizal@unilak.ac.id

DOI: [10.20885/jsb.vol30.iss2.art5](https://doi.org/10.20885/jsb.vol30.iss2.art5)

Abstract

Purpose – This study addresses the limited empirical evidence regarding how psychological and social factors influence brand love and willingness to pay (WTP) for premium technology brands such as Apple. Previous studies have primarily focused on functional and quality-based determinants of consumer loyalty, while the roles of social status, Fear of Missing Out (FoMO), and hedonism in shaping emotional attachment and willingness to pay remain insufficiently explored. Therefore, this study investigates how these factors collectively influence consumers' brand love and willingness to pay for Apple products.

Design/methodology/approach – A quantitative survey approach was employed to collect data from 654 Apple consumers. The data were subsequently analyzed using Structural Equation Modeling (SEM) with SmartPLS software.

Finding – The findings indicate that social status, FoMO, and hedonism significantly influence consumers' brand love and willingness to pay for Apple products. However, social status did not have a significant effect on brand love, while FoMO did not directly influence willingness to pay. In addition, brand love and hedonism played important mediating roles in explaining consumers' premium purchasing behavior.

Research limitation/implications – This study employed a quantitative survey of Apple users in Indonesia; therefore, the findings cannot be generalized to other cultural or market contexts, nor can causal relationships be established. In addition, the study focused only on social status, FoMO, and hedonism without considering other potential factors or changes in consumer behavior over time.

Practical implication – Apple should strengthen its exclusive brand image through limited edition offerings, premium collaborations, partnerships with luxury influencers, and personalized consumer experiences to enhance customer loyalty and perceived value.

Originality/value – The novelty of this study lies in its examination of psychological factors namely social status, FoMO, and hedonism as determinants of brand love and willingness to pay for the Apple brand, with hedonism acting as a rarely explored mediating variable.

Keywords: FoMO, Social status, Hedonism, Willingness to Pay, Brand Love

Introduction

Apple has successfully captivated consumers worldwide, demonstrating exceptional loyalty even though its product specifications are not significantly different from competitors such as Samsung or Microsoft (Yang, 2020). Forbes, as cited by Arruda (2023), ranked Apple as the World's Most

P ISSN 0853-7666 | E ISSN 2528-7001

Copyright © 2026 Authors. This is an open-access article distributed under the terms of the Creative Commons Attribution-ShareAlike 4.0 International License (<http://creativecommons.org/licenses/by-sa/4.0/>)

Valuable Brand with a brand value of USD 241.2 billion, while Interbrand (2025) placed Apple at the top of the Best Global Brands 2024, reflecting an 18% increase in brand value. Customers' willingness to pay a premium price for iPhone products is driven by strong emotional attachment and brand love (Hibban & Wahyudi, 2022). This phenomenon extends beyond Apple's tangible attributes, as consumers' brand love and willingness to pay are also shaped by hedonic lifestyle, social status, and FoMO. Hedonic lifestyles encourage consumers to seek personal satisfaction, social status reinforces prestige, and FoMO stimulates interest in owning the latest Apple products (Huo et al., 2023; Kang & Ma, 2020; Lau et al., 2023).

Although Apple's brand equity has been globally recognized (Arruda Filho & Oliveira, 2023; Interbrand, 2025; Yang, 2020), a significant theoretical gap remains at the intersection of structural sociology and digital consumer psychology. Conceptually, an unresolved theoretical tension exists between the proactive-prestige motive embedded in the Theory of Conspicuous Consumption (Veblen, 2009) and Social Identity Theory (Turner et al., 1979), which suggest that upper social class consumers use premium products to signal social status (Kang & Ma, 2020), and the defensive-anxiety motive rooted in Social Comparison Theory (Festinger, 1954), which is associated with Fear of Missing Out (FoMO) anxiety (Lau et al., 2023). Existing literature has not fully explained how prestige-seeking and FoMO-related motivations jointly influence willingness to pay. This study addresses this gap by proposing that these motivations operate through sequential mediation involving hedonism and brand love. The model also extends Extended Self Theory to premium technology products in the Indonesian context (Belk, 1988; Festinger, 1954; Huo et al., 2023; Turner et al., 1979; Veblen, 2009; Z. Yang, 2020).

On the other hand, recent studies on brand love have predominantly examined various brand contexts and consumer settings, such as consumer relationships with personal brands and materialism (Le, 2021a), online customer experiences in retail and e-commerce brands (Mustafa et al., 2022), trust and social relationships in fashion and lifestyle brand addiction across technology and cosmetic products, as well as authenticity and self-expression in luxury and mass-market brands (Le, 2023). Meanwhile, research on willingness to pay has largely been limited to factors such as price and perceived fairness in commercial and retail products (Kim et al., 2018), CSR initiatives and brand value (Diallo et al., 2021), as well as consumer preferences influenced by sustainability concerns, perceived value, price sensitivity, and reference groups (Yang et al., 2021). Overall, existing studies on brand love and willingness to pay remain fragmented across different brand contexts and industries, with limited specific focus on premium brands such as Apple. Brand love research tends to emphasize emotional and experiential dimensions of consumer behavior, whereas willingness to pay research is more often grounded in rational evaluations of price and perceived value. This indicates a clear research gap, namely the limited integration of psychological factors such as FoMO, hedonism, and social status which may better explain both emotional attachment and higher willingness to pay in the context of premium brands.

In addition, the variables of social status, brand love, FoMO, hedonism, and willingness to pay have been examined across various contexts and countries. For example, prior studies have investigated these constructs in the context of luxury products (Mandler et al., 2020), fashion products (Siddique & Rajput, 2022), and jewelry brands such as Pandora (Dias & Cavaleiro, 2021). Research has also extended to digital and service-based industries, including streaming platforms such as Netflix in Spain (Santos & Schlesinger, 2021) and online customer experience as a driver of brand love (Mustafa et al., 2022). From a regional perspective, these variables have been examined in diverse settings, including the organic food industry in China (Huo et al., 2023), luxury consumer behavior in Germany (Rahman et al., 2021), and e-commerce consumer behavior in Indonesia (Kamalia et al., 2022). Additional studies have also explored luxury cosmetics in Korea (Kang et al., 2020), the online luxury handbag market in China (Yuan et al., 2020), and brand engagement among younger consumers through social media platforms (Wallace et al., 2022). Although these constructs have been examined in luxury goods, fashion, cosmetics, digital services, and other contexts, limited research has integrated them in the context of premium technology brands. This study therefore examines how social status, FoMO, and hedonism influence brand love and willingness to pay among Apple consumers in Indonesia.

Therefore, this study aims to examine the influence of FoMO, social status, and hedonism on brand love and willingness to pay for the Apple brand in Indonesia, including the mediating roles of hedonism and brand love within these relationships. Furthermore, Indonesia provides an appropriate context for testing this empirical framework. For instance, Apple's premium smartphone segment held a 9.6% market share in Indonesia as of June 2023, according to Statcounter data. In addition, Apple's iOS market share increased from 19.4% in 2017 to 25.4% in January 2022. The novelty of this study lies in its integration of psychological factors namely social status, FoMO, and hedonism as determinants of brand love and willingness to pay among Apple consumers, with hedonism and brand love serving as relatively underexplored mediating variables. This study is expected to contribute to the marketing literature by enriching the understanding of brand development and consumer loyalty in the context of premium technology brands.

Literature Review

Hedonism

Hedonism, a philosophical concept that positions pleasure as the highest value above all others (Dietz, 2021), is characterized by the pursuit of pleasurable experiences that generate personal excitement and satisfaction (Lelkes, 2021). Hedonism, which regards pleasure as a primary life goal, has become a central concept in modern consumer behavior, particularly in the digital and social media era, where it strongly influences purchase intentions and consumption experiences (Daudi, 2023). A hedonic lifestyle is often associated with happiness and life satisfaction, motivating consumers to seek emotionally rewarding experiences through consumption. In response to the potential excesses of pleasure-oriented consumption, the concept of alternative hedonism has emerged within consumer ethics, emphasizing a balance between pleasure-seeking behavior and overall well-being (Caruana et al., 2020). Overall, hedonic values have been shown to influence consumers' beliefs, desires, and expectations toward products, particularly in sectors with high symbolic and emotional value, such as fashion and lifestyle industries (Siddique & Rajput, 2022).

Brand Love

Brand love refers to the emotional attachment between consumers and a brand, encompassing cognitive, affective, and behavioral dimensions that collectively shape a long-term relational bond (Batra et al., 2012). This attachment emerges when a brand becomes integrated with an individual's self-identity, accompanied by passionate motivation and positive emotional associations that foster loyalty and satisfaction (Wallace et al., 2022). Brand love is characterized by a strong positive emotional relationship marked by closeness, passion, and attraction toward a brand (Bairrada et al., 2018; Dias & Cavalheiro, 2022). Its formation is influenced by consumers' hedonic and social experiences with the brand (Aro et al., 2018).

Fear of Missing Out

Fear of Missing Out (FoMO) refers to the anxiety that others may be enjoying rewarding experiences in one's absence, which can significantly influence consumer behavior and trigger impulsive purchasing tendencies (Przybylski et al., 2013). FoMO encompasses both affective and cognitive dimensions and is often associated with traits such as narcissism and a hedonic lifestyle, which may contribute to compulsive buying behavior and post-purchase regret (Kang et al., 2020). In addition, FoMO is closely linked to social pressure and the desire for peer acceptance, making individuals more sensitive to social cues in consumption contexts. Consequently, awareness of FoMO is considered important in helping consumers make more deliberate purchasing decisions that are aligned with their personal values and needs (Good & Hyman, 2021; Luo et al., 2021).

Social Status

Social status, particularly within the upper social class, represents the highest level in the social hierarchy. Social status refers to an individual's position within a social hierarchy and influences

preferences for premium and luxury goods. In consumer behavior, premium products may function as symbolic possessions that communicate prestige and social identity (Cheng et al., 2014; Eaton & Eswaran, 2009; Han et al., 2010; Kraus et al., 2011). In the context of digital technology, ownership of premium devices such as the iPhone extends beyond its functional role as a communication tool. It also serves as a symbolically valued possession that reflects self-identity and reinforces the privilege and social prestige associated with higher social class groups (Kotler & Armstrong, 2017).

Hypothesis Development

Hedonism with Brand Love

Brand love refers to the emotional attachment between consumers and a brand, encompassing cognitive, affective, and behavioral dimensions. It develops when a brand becomes integrated with consumers' self-identity and is associated with passion, closeness, and positive emotional experiences. Hedonic attributes, including pleasure, aesthetic design, and symbolic meaning, can strengthen this attachment and encourage consumer engagement (Bairrada et al., 2018; Batra et al., 2012; Carroll & Ahuvia, 2006; Dias & Cavaleiro, 2022; Mandler et al., 2020).

H₁: Hedonism has a positive and direct effect on brand love for the Apple brand

Brand Love with Willingness to Pay

Brand love has been shown to significantly influence consumers' willingness to pay premium prices, particularly in the context of fashion products (Bairrada et al., 2018; Mustafa et al., 2022). In addition, strong consumer loyalty toward a brand often translates into a higher willingness to pay, even when lower-priced alternatives are available in the market (Santos & Schlesinger, 2021). Furthermore, Anselmsson et al. (2014) found that brand love functions as a mediating variable in the relationship between brand experience and willingness to pay a premium price. Supporting this, Santos & Schlesinger (2021) demonstrate that brand love also affects willingness to pay in digital service contexts, such as TV streaming platforms including Netflix. Wallace et al. (2021) further highlight that Generation Y and Z consumers actively express brand love through engagement on social media platforms. Additionally, Dwivedi et al. (2021) report that brand love positively influences new automobile buyers' willingness to pay higher prices, while Anselmsson et al. (2014) also identify its significant impact in the packaged food industry. Overall, these findings consistently indicate that brand love increases willingness to pay across various product categories, including fashion, automotive, digital services, and food, and may also serve as a mediator between brand experience and premium pricing decisions. However, limited research has been conducted in developing country contexts such as Indonesia, particularly in relation to technology products and the integration of psychological drivers such as social status, hedonism, and FoMO. Therefore, this study addresses this gap by examining how brand love influences willingness to pay for Apple products in Indonesia, while incorporating these psychological factors to better explain the emotional and social mechanisms underlying premium pricing behavior.

H₂: Brand love exerts a direct and positive influence on consumers' willingness to pay for the Apple brand.

FoMO with Hedonism

FoMO has been found to positively influence the consumption of hedonic goods across various cultural contexts, while hedonic potential itself contributes to brand extension and evaluation, highlighting hedonism as a key driver of brand success (Hagtvedt & Patrick, 2009). In this regard, FoMO encourages hedonic consumption by prompting consumers to seek pleasurable experiences, increasing perceived value, and fostering herd behavior. Firms can leverage this tendency by creating scarcity and exclusivity strategies to stimulate demand (Kang et al., 2020). Empirical findings further indicate that FoMO has a positive and significant effect on hedonism in the context of Korean luxury cosmetics (Kang et al., 2020). Prior studies indicate that FoMO positively influences hedonism and hedonic consumption across luxury cosmetics, hedonic services, and tourism contexts (Hagtvedt & Patrick, 2009; Kang et al., 2020; Munawar et al., 2021; Tiwari et al., 2022). However, existing studies

have largely focused on luxury goods and tourism in developed countries, leaving limited evidence concerning technology products and emerging markets such as Indonesia. This study addresses this gap by examining the influence of FoMO on hedonism among Apple consumers in Indonesia.

H₃: FoMO has a direct and positive impact on hedonism for the Apple brand

FoMO with Willingness to Pay

FoMO (Fear of Missing Out) shapes consumer behavior and willingness to pay (WTP) by increasing perceived value and motivating consumers to spend more on rare or exclusive products (Dwisuardinata & Darma, 2022). In some cases, FoMO indirectly influences WTP, as observed in contexts such as alcoholic beverages, where it creates urgency and a fear of missing opportunities, thereby affecting spending decisions (Good & Hyman, 2021). For culturally significant brands, FoMO reinforces consumption conformity and social alignment, reflecting its strong influence on consumer choice behavior (Kang & Ma, 2020). In the tourism sector, FoMO combined with hedonic motivation has been shown to increase WTP, as consumers perceive exclusivity and novelty as higher value (Luo et al., 2021). Furthermore, FoMO moderates the relationship between social isolation, social anxiety, and sharing behavior on social media, while also positively affecting perceived behavioral control, purchase intention, and consumer behavior (Bautista & Saavedra, 2020). Overall, existing evidence suggests that FoMO may influence willingness to pay by increasing perceived value, urgency, and consumption conformity across different contexts.

H₄: FoMO has a positive and direct effect on willingness to pay for the Apple brand.

FoMO with Brand Love

FoMO, also known as the Fear of Missing Out, holds a pivotal role in influencing brand love, as suggested by research (Sharma & Nagdev, 2021). When consumers sense the possibility of missing out on a product or experience associated with a brand, it triggers the development of a more profound emotional connection with that brand (Kang et al., 2020). This emotional bond, rooted in the fear of missing out on something valuable, translates into heightened brand love and advocacy (Hayran et al., 2020). These findings suggest that FoMO may strengthen brand love by increasing consumers' emotional attachment to exclusive products and experiences (Hayran et al., 2020; Kang et al., 2020; Osemeahon & Agoyi, 2020; Sharma & Nagdev, 2021).

H₅: FoMO has a positive and direct effect on Brand Love for the Apple brand.

Hedonism with Willingness to Pay

In the context of willingness to pay, hedonic attitudes have been shown to positively influence consumers' willingness to pay for premium products (Huo et al., 2023). This is because consumers who prioritize pleasure are more likely to pay higher prices for products that provide enjoyable and emotionally rewarding experiences. Hedonic attitudes may also mediate the relationship between trust-related attributes and willingness to pay (Ksendzova et al., 2015). It is important to note that the pursuit of pleasure can sometimes lead to maladaptive consumption outcomes. These findings nevertheless highlight the important role of hedonism in shaping consumers' willingness to pay, as evidenced in studies on maladaptive hedonic behavior (Ksendzova et al., 2015) and the Chinese organic food industry (Huo et al., 2023). Moreover, hedonism, which emphasizes pleasure-seeking behavior, has been shown to significantly affect consumers' willingness to pay for luxury goods (Holmqvist et al., 2020). In marketing practice, hedonism can be strategically leveraged to encourage consumers to purchase products or services that promise pleasurable and emotionally satisfying experiences (Caruana et al., 2020). Overall, hedonic orientation is associated with a stronger willingness to pay for offerings that deliver enjoyment and experiential value.

H₆: Hedonism has a positive and direct effect on willingness to pay a premium for the Apple brand

Social status with Brand Love

Brand love plays a crucial role in establishing strong emotional connections between consumers and brands (Nawaz et al., 2020). Social status can significantly influence brand love, as consumers

often align themselves with specific social groups to strengthen their sense of identity and belonging (Le, 2021b). Consumers who develop strong affection toward a brand are more likely to actively participate in brand communities, which in turn fosters both attitudinal and behavioral loyalty (Zhang et al., 2020). In this context, social status can also facilitate the formation of brand communities that further strengthen the relationship between consumers and brands (Le, 2021a). Moreover, consumers who perceive a brand as an extension of their self-identity and social status valuing its functional, sensory, and symbolic meanings are more likely to develop stronger brand love, particularly when they are satisfied with the brand experience (Rahman et al., 2021). Empirical evidence also supports the positive relationship between social status and brand love across different contexts, including tablet PCs (Zhang et al., 2020), as well as findings showing that social status positively influences brand love more generally (Nawaz et al., 2020). In addition, brand love itself can evoke higher-order emotions associated with social status perceptions (Mustafa et al., 2022). Furthermore, social identity and self-esteem have also been found to positively influence brand love (Le, 2021b).

H₇: The Social status has a positive and direct effect on brand love for the Apple brand

Social status with Hedonism

Hedonism and materialism have been shown to exert negative effects on American society during the 1920s, contributing to behaviors such as excessive consumption, shifting perceptions of modernity among women toward greater freedom, and an increasing emphasis on wealth and social status as indicators of happiness (Neha, 2012). Hedonism is often conceptualized as a personality trait that emphasizes the perception of social status, possessions, and wealth as symbols of one's social standing, which are frequently used to achieve personal satisfaction (Hudders, 2012). Prior research also indicates a significant relationship between social status and hedonism. For instance, social status has been found to positively influence hedonism in the context of luxury brands such as Prada (Hudders, 2012)), while historical analyses highlight both hedonic and negative aspects of status-driven consumption in American society (Neha, 2012). In addition, lower perceived social status has been associated with a stronger preference for hedonic products, as such consumption may serve as a compensatory mechanism to mask or overcome perceived social inferiority (Chen et al., 2019). Social status has also been shown to positively influence hedonism in the context of maladaptive online educational website use (Ksendzova et al., 2015). Furthermore, a relationship has been identified between social status, hedonism, and happiness, indicating that both constructs can jointly contribute to consumption behavior. Similarly, social status and hedonism have been found to positively influence the purchase of luxury handbag products (Zolkepli & Omar, 2023).

H₈: Social status has a positive and direct effect on hedonism for the Apple brand

Social status with Willingness to Pay

Social status is associated with a higher willingness to pay for premium products or services in order to maintain or enhance one's social image (Knaggs et al., 2022; Ren et al., 2022). Perceptions of affluence and the desire to display status also influence purchasing decisions, although these motivations do not necessarily apply uniformly across all upper-class individuals (Han et al., 2010).

H₉: Social status has a positive and direct effect on Willingness to Pay for Apple brand

Role Mediation of Brand Love, Hedonism with WTP

Hedonism is influenced by social status, brand love, and broader social change, which are often reflected in consumptive behavior, the pursuit of wealth, and the search for pleasure (Lelkes, 2021). In the context of Peru, hedonism and brand love have been shown to be associated with happiness through consumption experiences that provide both status and pleasure (Jaunky et al., 2020). Similarly, in Pakistan, repeat purchasing behavior and hedonism reflect social status considerations and consumer satisfaction (Kousi et al., 2023). Furthermore, brand love can strengthen the relationship between social status and hedonism, as stronger emotional attachment to a brand tends

to amplify hedonic consumption behavior aimed at enhancing both social standing and brand-related enjoyment.

H₁₀: Brand love mediates the positive relationship between hedonism and willingness to pay for the Apple brand.

Role Mediation hedonism, FoMO with WTP

FoMO and hedonism have been identified as key drivers of consumptive behavior across various age groups, including Millennials and Generation Z (Kaytaz Yigit, 2020; Lee & Na, 2024). Hedonism also moderates the effect of FoMO on consumer behavior, either amplifying or weakening its influence depending on the context and perceived product value. However, hedonic motivation does not always lead to a higher willingness to pay, particularly when the product is perceived as lacking sufficient value or relevance (Kamalia et al., 2022).

H₁₁: Hedonism mediates the positive relationship between FoMO and willingness to pay for the Apple brand.

Role Mediation of hedonism, Social status with WTP

Consumers with higher perceived social status tend to exhibit a greater willingness to pay more for luxury products and services that deliver enjoyable and emotionally rewarding experiences (Yuan et al., 2020). A stronger perception of social status has also been found to increase individuals' willingness to pay higher taxes or fees in exchange for improved healthcare services (Gugushvili, 2022; Setegn et al., 2021). Furthermore, research indicates that consumers increasingly value subtle symbols of luxury and are socially inclined to invest in rare but important health interventions that signal both access and status (Moro et al., 2022).

H₁₂: Hedonism mediates the positive relationship between Social status and willingness to pay for the Apple brand.

Research Methods

To test the hypotheses, this study employed a quantitative cross-sectional survey, conducted both offline and online, targeting users of Apple products (iPhone, MacBook, iPad, Apple Watch, AirPods, and AirTag) in Indonesia. A purposive sampling technique was applied because the study specifically required respondents with prior experience using Apple products. Participants were screened through preliminary questions to confirm their eligibility as Apple users. The offline survey was conducted at Apple Stores using printed questionnaires, while the online survey used Google Forms distributed through social media platforms and Apple-related online communities. Data collection was conducted from January to June 2023.

The survey instrument was developed in five stages: identifying measurement items from prior literature, integrating them into offline and online questionnaires, expert validation by four marketing scholars, pilot testing, and final refinement. The questionnaire was initially written in English, translated into Indonesian, and subsequently back-translated following the Brislin (1970) method to ensure linguistic and conceptual equivalence. A pilot survey involving 30 Apple product users was conducted to evaluate clarity, readability, and cultural appropriateness. Based on the pilot results, minor revisions were made to several terms and sentences without altering their original meaning. After the final survey design was completed, data were collected and screened by removing incomplete responses, irregular response patterns, and outlier values to improve data quality and reliability.

All constructs were measured using a 5-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"). The measurement items and construct rationale are presented in Table 2. Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS (Creswell & Creswell, 2023; Hair et al., 2021). PLS-SEM was selected because this study focuses on prediction-oriented analysis and involves a relatively complex structural model with multiple mediating relationships. In addition, PLS-SEM is considered appropriate for exploratory and theory development research, particularly when the objective is to

explain variance and examine indirect effects simultaneously (Hair et al., 2021). To minimize the risk of common method bias (CMB), several procedural remedies were implemented following Podsakoff et al. (2003). Respondents were assured of anonymity and confidentiality to reduce evaluation apprehension and social desirability bias. The questionnaire items were also arranged systematically and written in simple language to minimize ambiguity and response pattern bias. Furthermore, Harman's single-factor test was conducted, and the results indicated that no single factor accounted for the majority of the variance, suggesting that common method bias was not a serious concern in this study (Podsakoff et al., 2003).

Result

Respondent Profile

After excluding 66 responses, a total of 654 valid questionnaires were retained for analysis. As presented in (Table 1), the majority of respondents were female (65.5%) and predominantly in their 40s (36%). Most participants reported using Apple products for 4–6 years (38.2%) and primarily made purchases using cash (89.7%). In terms of information sources, respondents most commonly obtained product information from social media (18.3%), while a large proportion indicated a preference for new products (85.5%).

Table 1. Characteristics of Respondents

Classification	Category	Total	Percentage %
Gender	Female	428	65.5
	Male	226	34.5
Age Group	20s and below	110	16.8
	30s	206	31.4
	40s	236	36.0
	50s	102	15.5
Duration of Apple Usage	1-12 Month	98	9.8
	1-3 Year	206	31.4
	4-6 Year	250	38.2
	7-9 Year	50	7.6
	10-12 year	41	6.2
	>13 Year	9	1.3
Purchase Method	Cash	587	89.7
	Credit	67	10.3
Sources of Information	Media Social	120	18.3
	YouTube	118	18.0
	Website	90	13.7
	E-commerce	100	15.2
	Apple Store	19	2.90
	Friends	101	15.4
	Family	106	16.2
Types of Purchased Products	New products	553	85.5
	Second hand	101	15.4
Total		654	100%

Measurement and Structural Model

Before testing the hypothesized relationships, confirmatory factor analysis (CFA) was conducted to assess reliability, convergent validity, and discriminant validity. All factor loadings exceeded the recommended threshold of 0.70 ($p < 0.01$), while the average variance extracted (AVE) values were above 0.50, indicating satisfactory convergent validity (Bagozzi & Yi, 1988). In addition, construct

reliability was confirmed using Cronbach's alpha, composite reliability, and rho_A, all of which exceeded the recommended minimum value of 0.70 (Hair et al., 2021). The complete CFA results for the Apple brand are presented in (Table 2) and (Figure 1).

Table 2. Outer Loadings, Composite Reliability, and Average Variance Extracted

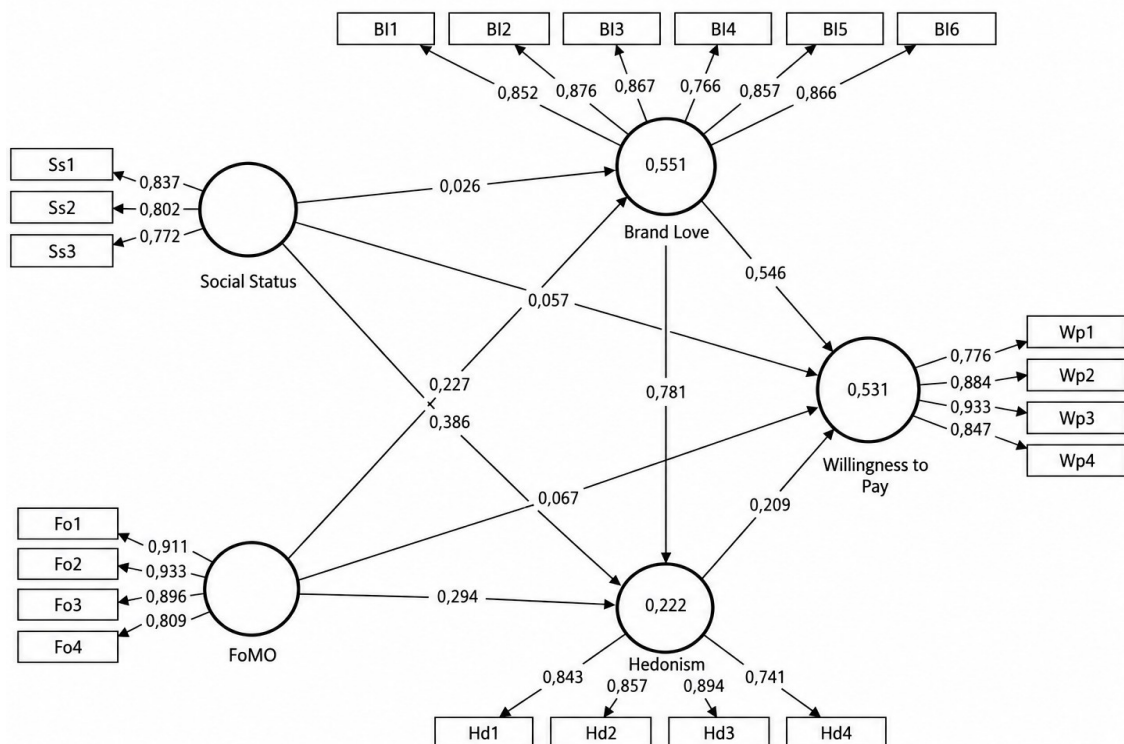
Variable	Indicator	Outer Loadings	C.R	AVE
Brand Love (Wallace et al., 2021)	Bl1. Apple products have a special meaning in my life.	0.852	0.9389	0.7194
	Bl2. Using Apple products reflects my personality and lifestyle.	0.876		
	Bl3. I feel enthusiastic and proud to be an Apple user	0.867		
	Bl4. I love using Apple products.	0.766		
	Bl5. Using Apple products makes me feel emotionally fulfilled	0.857		
	Bl6. I feel emotionally connected to Apple products	0.866		
FoMO (Przybylski et al., 2013)	Fo1. I feel uneasy when others own newer or more advanced Apple products than I do	0.911	0.9373	0.7893
	Fo2. I feel anxious when my friends experience new Apple features or events that I haven't tried.	0.933		
	Fo3. I feel left out if I don't understand jokes or discussions related to Apple products among my friends.	0.896		
	Fo4. I am afraid of missing important updates, launches, or trends related to Apple	0.809		
Hedonism (Evanschitzky et al., 2014)	Hd1. I enjoy discussing and sharing information about Apple products with my friends before making a purchase.	0.843	0.9021	0.6982
	Hd2. I feel satisfied when I get Apple products that offer great value for their quality and price	0.857		
	Hd3. I am highly interested in Apple products and feel very satisfied after purchasing them	0.894		
	Hd4. Buying and using Apple products gives me a sense of enjoyment and pleasure	0.741		
Social status (Kotler et al., 2017)	Ss1. I am inspired to use Apple products because high-status public figures or my role models also use them	0.837	0.7863	0.5571
	Ss2. My high income allows me to comfortably afford Apple products	0.802		
	Ss3. Using Apple products reflects a higher social or economic status.	0.772		
Willingness to Pay (Anselmsson et al., 2014)	Wp1. I am willing to pay a higher price because Apple products have superior quality.	0.776	0.9200	0.7428
	Wp2. I believe the price of Apple products is fair for the benefits I receive.	0.884		
	Wp3. Even though Apple products are expensive, I still prefer them over other brands.	0.933		
	I feel satisfied and proud even when paying more for Apple products.	0.847		
	NFI (Normed Fit Index)	0.9803		
	SRMS (Standardized Root Mean Square Residual)	0.08		

Discriminant validity was assessed using the Fornell and Larcker (1981) criterion, whereby the square root of each construct's average variance extracted (AVE) was higher than its correlations with other constructs. In addition, the Heterotrait–Monotrait Ratio (HTMT) values for all constructs were below the recommended threshold of 0.85, indicating satisfactory discriminant validity (Henseler et al., 2015). The full results are presented in (Table 3).

Table 3. Discriminant Validity (Fornell-Larcker & HTMT)

Fornell-Larcker	1	2	3	4	5	HTMT	1	2	3	4	5
Brand Love	0.848					Brand Love	-				
FoMO	0.613	0.888				FoMO	0.167	-			
Hedonism	0.710	0.571	0.835			Hedonism	0.782	0.315	-		
Social status	0.275	0.060	0.368	0.746		Social Status	0.421	0.098	0.427	-	
WTP	0.710	0.021	0.600	0.288	0.861	WTP	0.801	0.072	0.684	0.356	-

Next, all higher-order constructs of FoMO, Hedonism, Social status, Brand love, and Willingness to Pay demonstrated good psychometric properties with α , CR, and AVE exceeding the thresholds of 0.70 and 0.50 (Bagozzi & Yi, 1988). Model fit was assessed using SRMR (Standardized Root Mean Square Residua) and NFI (Normed Fit Index), with SRMR = 0.080 indicating a strong model fit (see Table 2) (Hair et al., 2021). Furthermore, result minimize common method bias (CMB), procedural remedies such as anonymity assurance and clear questionnaire design were applied following Podsakoff et al. (2003). In addition, Harman's single-factor test showed that the first factor accounted for 34.27% of the total variance, below the 50% threshold, indicating that CMB was not a serious issue in this study. Next, evaluate the structure model (inner model). The structural model is tested using the following method: R-square values of 0.531 until 0.222 indicate that the model is moderate (Hair et al., 2021). This means that the higher the R2 value, the better the prediction model and the proposed research model presents the detailed results (see Figure 1).

**Figure 1.** Result Structural analysis of the research model

Hypotheses testing result

Bootstrapping with 5000 samples was used to test the structural model, yielding several important findings. The results show that hedonism and brand love are the main drivers of consumers' willingness to pay for Apple products in Indonesia. The strongest relationship was found between hedonism and brand love, indicating that enjoyable experiences strengthen consumers' emotional attachment to Apple. FoMO and social status influenced willingness to pay indirectly through hedonism and brand love, suggesting that emotional and experiential factors are more important

than social pressure in shaping premium purchasing behavior. The complete results can be seen in (Table 4) below.

Table 4. Results of structural model (Direct and Indirect)

Hypothesis	β	P-Values	T-Statistic	Result
H1 Hedonism $\rightarrow$ Brand Love	0.781	0.000	13.5167	Supported
H2 Brand Love $\rightarrow$ Willingness to Pay	0.546	0.000	5.7080	Supported
H3 FoMO $\rightarrow$ Hedonism	0.294	0.000	4.0320	Supported
H4 FoMO $\rightarrow$ Willingness to Pay	0.067	0.279	0.9653	Not Supported
H5 FoMO $\rightarrow$ Brand love	0.227	0.020	2.3257	Supported
H6 Hedonism $\rightarrow$ Willingness to Pay	0.209	0.047	2.1098	Supported
H7 Social status $\rightarrow$ Brand Love	0.026	0.731	0.3395	Not Supported
H8 Social status $\rightarrow$ Hedonism	0.386	0.008	4.8531	Supported
H9 Social status $\rightarrow$ WTP	0.057	0.048	2.2069	Supported
H10 Hedonism $\rightarrow$ Brand Love $\rightarrow$ WTP	0.426	0.000	5.3544	Supported
H11 FoMO $\rightarrow$ Hedonism $\rightarrow$ Willingness to Pay	0.067	0.011	2.2069	Supported
H12 Social status $\rightarrow$ Hedonism $\rightarrow$ WTP	0.046	0.049	1.9924	Supported

Discussion

Theoretical implications

The findings support previous research showing that hedonism contributes to brand love, while brand love and hedonic satisfaction increase consumers' willingness to pay a premium price. These results are consistent with Le (2021a), Mustafa et al. (2022), and Santos and Schlesinger (2021), who identified hedonism as a key antecedent of brand love, as well as Bairrada et al. (2018) and Huo et al. (2023), who confirmed that brand love and hedonic satisfaction drive willingness to pay a premium price (WTP). In contrast, this study contradicts Kang and Ma (2020) and Lau et al. (2023) by showing that social status and FoMO have no significant direct effects on either brand love or WTP among Indonesian Apple consumers. This suggests that consumers do not develop brand love or pay premium prices merely to gain social prestige or avoid missing trends. Instead, these motives operate indirectly through hedonic experiences and emotional attachment. In the Indonesian context, the widespread availability of Apple products, including affordable second-hand iPhones, has reduced their symbolic exclusivity, making willingness to pay premium prices more strongly influenced by user experience, emotional satisfaction, and the convenience of Apple's ecosystem than by social motivations.

This contradiction can be explained by comparing the prestige-oriented motives of the Theory of Conspicuous Consumption (Veblen, 2009) and Social Identity Theory (Turner et al., 1979) with the anxiety-driven motive of Social Comparison Theory (Festinger, 1954). In the premium smartphone market, neither status signaling (Kang & Ma, 2020) nor FoMO (Lau et al., 2023) directly strengthens consumers' willingness to pay. Instead, these external motives must first be internalized into hedonic experiences, which then foster brand love and ultimately justify paying a premium price (Hibban & Wahyudi, 2022). Therefore, the sequential mediation pathway of Hedonism and Brand Love proposed in this study helps explain the underlying mechanism that earlier frameworks by Kim et al. (2018) and Diallo et al. (2021) were unable to fully capture.

Theoretically, the findings indicate that classic consumer behavior theories require contextual refinement in the digital technology market. Prestige and status motives do not necessarily produce willingness to pay directly; their effects may depend on hedonic satisfaction and brand love. The findings also extend Extended Self Theory by showing how consumers may use rapidly evolving technology products to express and renew their identity (Belk, 1988; Veblen, 2009; Z. Yang, 2020). The theoretical implication is that modern consumers engage in a process of cyclical identity renewal. They are willing to face high financial risks (premium WTP) on a regular basis, not for a static social status, but to continuously update their "extended selves" to remain relevant within the highly fluid hierarchy of digital society (Anselmsson et al., 2014; Kang et al., 2020; Mandler et al., 2020; Siddique & Rajput, 2022).

Managerial implications

The findings provide valuable insights for Apple's marketing and retail managers on how hedonism, FoMO, and Social status enhance brand love and willingness to pay. To leverage these factors, Apple should implement three key strategies: exclusivity marketing by creating a sense of rarity through limited editions, memberships, premium packaging, and exclusive events; experiential branding by fostering emotional connections through personalized services and meaningful brand experiences; and influencer collaborations by reinforcing Apple's luxurious and aspirational image through partnerships with prestigious brands and high-status influencers.

Conclusion

This study demonstrates that hedonism and brand love are the primary drivers of consumers' willingness to pay for Apple products in Indonesia. The findings reveal that pleasurable and emotionally fulfilling experiences strengthen consumers' emotional attachment to the Apple brand, which subsequently increases their willingness to pay premium prices. While FoMO and social status influence consumers indirectly through hedonism, social status does not significantly affect brand love, and FoMO does not directly influence willingness to pay. These results suggest that emotional and experiential factors are more influential than social pressure in shaping premium consumption behavior within Apple's ecosystem.

Limitations and Future

This study is limited to Apple users in Indonesia, which restricts the generalizability of the findings to other cultural and market contexts. The cross-sectional survey design also limits causal interpretation and does not capture changes in consumer behavior over time. In addition, this study only examined social status, FoMO, and hedonism, without including other potential factors such as product quality, price perception, or psychological characteristics.

Future research should compare Apple's market in different countries, conduct long-term studies, and compare it with other brands such as Samsung or Microsoft. Additional factors such as product quality, price, promotion, and psychological aspects need to be included. Qualitative methods such as interviews, observation, and sentiment analysis can provide deeper insights. In addition, it is necessary to examine motivations, values, environmental impacts, and differences between ethnic and demographic groups.

Disclosure Statement

The author(s) reported no potential conflicts of interest.

Data availability

The data will be provided upon request

Reference

- Anselmsson, J., Vestman Bondesson, N., & Johansson, U. (2014). Brand image and customers' willingness to pay a price premium for food brands. *Journal of Product & Brand Management*, 23(2), 90–102. <https://doi.org/10.1108/JPBM-10-2013-0414>
- Aro, K., Suomi, K., & Saraniemi, S. (2018). Antecedents and consequences of destination brand love—A case study from Finnish Lapland. *Tourism Management*, 67, 71–81. <https://doi.org/10.1016/j.tourman.2018.01.003>
- Arruda Filho, E. J. M., & Oliveira, R. L. S. (2023). The mood effect in relation to impulsive online buying behavior. *Journal of Consumer Behaviour*, 22(1), 135–156. <https://doi.org/10.1002/cb.2110>

- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), 74–94. <https://doi.org/10.1007/BF02723327>
- Bairrada, C. M., Coelho, F., & Coelho, A. (2018). Antecedents and outcomes of brand love: Utilitarian and symbolic brand qualities. *European Journal of Marketing*, 52(3/4), 656–682. <https://doi.org/10.1108/EJM-02-2016-0081>
- Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand Love. *Journal of Marketing*, 76(2), 1–16. <https://doi.org/10.1509/jm.09.0339>
- Bautista, R. A., & Saavedra, C. M. C. (2020). *Are you “in” or are you “out”? Impact of FoMO (Fear of Missing Out) on Generation Z’s Masstige- brand Apparel Consumption*. Unpublished. <https://doi.org/10.13140/RG.2.2.12864.76804>
- Belk, R. W. (1988). Possessions and the Extended Self. *Journal of Consumer Research*, 15(2), 139–168. JSTOR.
- Brislin, R. W. (1970). Back-translation for cross-cultural research. *Journal of Cross-Cultural Psychology*, 1(3), 185–216. <https://doi.org/10.1177/135910457000100301>
- Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, 17(2), 79–89. <https://doi.org/10.1007/s11002-006-4219-2>
- Caruana, R., Glozer, S., & Eckhardt, G. M. (2020). Alternative Hedonism?: Exploring the Role of Pleasure in Moral Markets. *Journal of Business Ethics*, 166(1), 143–158. <https://doi.org/10.1007/s10551-019-04123-w>
- Chen, D., Qu, W., Xiang, Y., Zhao, J., & Shen, G. (2019). People of Lower Social Status Are More Sensitive to Hedonic Product Information—Electrophysiological Evidence From an ERP Study. *Frontiers in Human Neuroscience*, 13. <https://doi.org/10.3389/fnhum.2019.00147>
- Cheng, J. T., Tracy, J. L., & Anderson, C. (Eds.). (2014). *The Psychology of Social Status*. Springer New York. <https://doi.org/10.1007/978-1-4939-0867-7>
- Creswell, J. W., & Creswell, J. D. (2023). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (6th ed.). SAGE.
- Daudi, A. (2023). Social Media Hedonism and the Case of ‘Fitspiration’: A Nietzschean Critique. *Sport, Ethics and Philosophy*, 17(2), 127–142. <https://doi.org/10.1080/17511321.2022.2121849>
- Diallo, M. F., Ben Dahmane Mouelhi, N., Gadekar, M., & Schill, M. (2021). CSR Actions, Brand Value, and Willingness to Pay a Premium Price for Luxury Brands: Does Long-Term Orientation Matter? *Journal of Business Ethics*, 169(2), 241–260. <https://doi.org/10.1007/s10551-020-04486-5>
- Dias, P., & Cavalheiro, R. (2022). The role of storytelling in the creation of brand love: The PANDORA case. *Journal of Brand Management*, 29(1), 58–71. <https://doi.org/10.1057/s41262-021-00254-6>
- Dietz, A. (2021). How to Use the Paradox of Hedonism. *Journal of Moral Philosophy*, 18(4), 387–411. <https://doi.org/10.1163/17455243-20213458>
- Dwisuardinata, I. B. N., & Darma, G. S. (2022). The impact of social influence, product knowledge, and fear of missing out (FOMO) towards purchase intention on alcoholic beverage in bali. *Binus Business Review*, 14(1), 1–11. <https://doi.org/10.21512/bbr.v14i1.8919>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions.

- International Journal of Information Management*, 59, 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Eaton, B. C., & Eswaran, M. (2009). Well-being and Affluence in the Presence of a Veblen Good. *The Economic Journal*, 119(539), 1088–1104. <https://doi.org/10.1111/j.1468-0297.2009.02255.x>
- Festinger, L. (1954). A Theory of Social Comparison Processes. *Human Relations*, 7(2), 117–140. <https://doi.org/10.1177/001872675400700202>
- Good, M. C., & Hyman, M. R. (2021). Direct and indirect effects of fear-of-missing-out appeals on purchase likelihood. *Journal of Consumer Behaviour*, 20(3), 564–576. <https://doi.org/10.1002/cb.1885>
- Gugushvili, D. (2022). Determinants of the Willingness to Pay Higher Taxes for Better Public Healthcare Services: Cross-National Analysis. *Journal of Social Service Research*, 48(3), 416–429. <https://doi.org/10.1080/01488376.2022.2065407>
- Hagtvedt, H., & Patrick, V. M. (2009). The broad embrace of luxury: Hedonic potential as a driver of brand extendibility. *Journal of Consumer Psychology*, 19(4), 608–618. <https://doi.org/10.1016/j.jcps.2009.05.007>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-80519-7>
- Han, Y. J., Nunes, J. C., & Drèze, X. (2010). Signaling Status with Luxury Goods: The Role of Brand Prominence. *Journal of Marketing*, 74(4), 15–30. <https://doi.org/10.1509/jmkg.74.4.015>
- Hayran, C., Anik, L., & Gürhan-Canli, Z. (2020). A threat to loyalty: Fear of missing out (FOMO) leads to reluctance to repeat current experiences. *PLOS ONE*, 15(4), e0232318. <https://doi.org/10.1371/journal.pone.0232318>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hibban, I. A., & Wahyudi, H. D. (2022, September 20). The Influence of Brand Image on Willingness To Pay Premium Price Through Brand Love. *Adpebi Science Series*. AICMEST. <https://adpebipublishing.com/index.php/AICMEST/article/view/97>
- Holmqvist, J., Diaz Ruiz, C., & Peñaloza, L. (2020). Moments of luxury: Hedonic escapism as a luxury experience. *Journal of Business Research*, 116, 503–513. <https://doi.org/10.1016/j.jbusres.2019.10.015>
- Hudders, L. (2012). Why the devil wears Prada: Consumers' purchase motives for luxuries. *Journal of Brand Management*, 19(7), 609–622. <https://doi.org/10.1057/bm.2012.9>
- Huo, H., Jiang, X., Han, C., Wei, S., Yu, D., & Tong, Y. (2023). The effect of credence attributes on willingness to pay a premium for organic food: A moderated mediation model of attitudes and uncertainty. *Frontiers in Psychology*, 14, 1087324. <https://doi.org/10.3389/fpsyg.2023.1087324>
- Interbrand. (2025). *Best Global Brands*. Interbrand. <https://interbrand.com/best-global-brands/>
- Jaunky, V. C., Jeetoo, J., & Rampersad, S. (2020). Happiness and Consumption in Mauritius: An Exploratory Study of Socio-Economic Dimensions, Basic Needs, Luxuries and Personality Traits. *Journal of Happiness Studies*, 21(7), 2377–2403. <https://doi.org/10.1007/s10902-019-00178-8>

- Kamalia, D., Dajadinata, M., Gunawan, F. H., & Gunadi, W. (2022). The Role of Hedonic Motivation and FOMO on the Impulsivity of e- Commerce Users during COVID-19 Pandemics in Indonesia. *Proceedings of the International Conference on Industrial Engineering and Operations Management*, 4464–4475. <https://doi.org/10.46254/AN12.20220851>
- Kang, I., He, X., & Shin, M. M. (2020). Chinese Consumers' Herd Consumption Behavior Related to Korean Luxury Cosmetics: The Mediating Role of Fear of Missing Out. *Frontiers in Psychology*, 11, 121. <https://doi.org/10.3389/fpsyg.2020.00121>
- Kang, I., & Ma, I. (2020). A Study on Bandwagon Consumption Behavior Based on Fear of Missing Out and Product Characteristics. *Sustainability*, 12(6), 2441. <https://doi.org/10.3390/su12062441>
- Kaytaz Yiğit, M. (2020). Consumer mindfulness and impulse buying behavior: Testing moderator effects of hedonic shopping value and mood. *Innovative Marketing*, 16(4), 24–36. [https://doi.org/10.21511/im.16\(4\).2020.03](https://doi.org/10.21511/im.16(4).2020.03)
- Kim, M., Tang, C.-H., & Roehl, W. S. (2018). The effect of hotel's dual-branding on willingness-to-pay and booking intention: A luxury/upper-upscale combination. *Journal of Revenue and Pricing Management*, 17(4), 256–275. <https://doi.org/10.1057/s41272-017-0107-z>
- Knaggs, J., Pruitt, J. R., Anderson, L., & Palma, M. (2022). Influence of social status, physical activity, and socio-demographics on willingness to pay for a basket of organic foods. *Agricultural and Food Economics*, 10(1), 25. <https://doi.org/10.1186/s40100-022-00233-8>
- Kotler, P., & Armstrong, G. M. (2017). *Principles of Marketing*. Pearson Higher Education. <https://books.google.co.id/books?id=ghi5zwEACAAJ>
- Kousi, S., Halkias, G., & Kokkinaki, F. (2023). Hedonic objects and utilitarian experiences: The overriding influence of hedonism in driving consumer happiness. *Psychology & Marketing*, 40(8), 1634–1645. <https://doi.org/10.1002/mar.21829>
- Kraus, M. W., Piff, P. K., & Keltner, D. (2011). Social Class as Culture: The Convergence of Resources and Rank in the Social Realm. *Current Directions in Psychological Science*, 20(4), 246–250. <https://doi.org/10.1177/0963721411414654>
- Ksendzova, M., Iyer, R., Hill, G., Wojcik, S. P., & Howell, R. T. (2015). The portrait of a hedonist: The personality and ethics behind the value and maladaptive pursuit of pleasure. *Personality and Individual Differences*, 79, 68–74. <https://doi.org/10.1016/j.paid.2015.01.042>
- Lau, K. C., Lee, S., & Phau, I. (2023). Motivations, attitudes and intentions towards luxury dining in airplane themed restaurants: Moderating roles of desire to fly, desire for luxury and FOMO. *Journal of Hospitality and Tourism Insights*, 6(5), 1967–1989. <https://doi.org/10.1108/JHTI-05-2022-0161>
- Le, M. T. H. (2021a). Compulsive buying of brands, its antecedents, and the mediating role of brand love: Insights from Vietnam. *Current Psychology*, 40(9), 4287–4298. <https://doi.org/10.1007/s12144-021-01894-2>
- Le, M. T. H. (2021b). The impact of brand love on brand loyalty: The moderating role of self-esteem, and social influences. *Spanish Journal of Marketing - ESIC*, 25(1), 156–180. <https://doi.org/10.1108/SJME-05-2020-0086>
- Lee, Y., & Na, S. (2024). Fear of Missing Out: An Antecedent of Online Fan Engagement of Sport Teams' Social Media. *Communication & Sport*, 12(5), 908–937. <https://doi.org/10.1177/21674795231174565>
- Lelkes, O. (2021). Sustainable Hedonism. In O. Lelkes, *Sustainable Hedonism* (pp. 67–84). Policy Press. <https://doi.org/10.1332/policypress/9781529217971.003.0005>

- Luo, J. M., Lam, C. F., & Wang, H. (2021). Exploring the Relationship Between Hedonism, Tourist Experience, and Revisit Intention in Entertainment Destination. *Sage Open*, 11(4), 21582440211050390. <https://doi.org/10.1177/21582440211050390>
- Mandler, T., Johnen, M., & Gräve, J.-F. (2020). Can't help falling in love? How brand luxury generates positive consumer affect in social media. *Journal of Business Research*, 120, 330–342. <https://doi.org/10.1016/j.jbusres.2019.10.010>
- Moro, D., Schlender, M., Telser, H., Sola-Morales, O., Clark, M. D., Olaye, A., Camp, C., Jain, M., Butt, T., & Bakshi, S. (2022). Evaluating discrete choice experiment willingness to pay [DCE-WTP] analysis and relative social willingness to pay [RS-WTP] analysis in a health technology assessment of a treatment for an ultra-rare childhood disease [CLN2]. *Expert Review of Pharmacoeconomics & Outcomes Research*, 22(4), 581–598. <https://doi.org/10.1080/14737167.2022.2014324>
- Munawar, S., Bashir, A., Fahim, S. M., & Mukhtar, A. R. & B. (2021). The Effect of Fear-of-Missing-out (Fomo) on Hedonic Services Purchase in Collectivist and Restrained Society a Moderated Mediated Model. *Academy of Strategic Management Journal*, 20(2S), 1–20.
- Mustafa, K., Ahmad, F., Qaisar, M. N., Zada, S., Jamil, S., Anwer, N., Khawaja, K. F., Vega-Muñoz, A., Contreras-Barraza, N., Hamid, S. A. R., & Mariam, S. (2022). Brand Love: Role of Online Customer Experience, Value Co-creation, and Relationship Quality. *Frontiers in Psychology*, 13, 897933. <https://doi.org/10.3389/fpsyg.2022.897933>
- Nawaz, S., Jiang, Y., Alam, F., & Nawaz, M. Z. (2020). Role of Brand Love and Consumers' Demographics in Building Consumer–Brand Relationship. *Sage Open*, 10(4), 2158244020983005. <https://doi.org/10.1177/2158244020983005>
- Neha, N. (2012). Materialism And American Dream In F. Scott. Fitzgerald: The Great Gatsby. *International Journal of Scientific Research*, 2(8), 225–226. <https://doi.org/10.15373/22778179/AUG2013/74>
- Osemeahon, O. S., & Agoyi, M. (2020). Linking FOMO and Smartphone Use to Social Media Brand Communities. *Sustainability*, 12(6), 2166. <https://doi.org/10.3390/su12062166>
- Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879–903. <https://doi.org/10.1037/0021-9010.88.5.879>
- Przybylski, A. K., Murayama, K., DeHaan, C. R., & Gladwell, V. (2013). Motivational, emotional, and behavioral correlates of fear of missing out. *Computers in Human Behavior*, 29(4), 1841–1848. <https://doi.org/10.1016/j.chb.2013.02.014>
- Rahman, R., Langner, T., & Temme, D. (2021). Brand love: Conceptual and empirical investigation of a holistic causal model. *Journal of Brand Management*, 28(6), 609–642. <https://doi.org/10.1057/s41262-021-00237-7>
- Ren, J., Yang, J., Liu, E., & Huang, F. (2022). Consumers' willingness to pay premium under the influence of consumer community culture: From the perspective of the content creator. *Frontiers in Psychology*, 13, 1009724. <https://doi.org/10.3389/fpsyg.2022.1009724>
- Santos, M., & Schlesinger, W. (2021). When love matters. Experience and brand love as antecedents of loyalty and willingness to pay a premium price in streaming services. *Spanish Journal of Marketing - ESIC*, 25(3), 374–391. <https://doi.org/10.1108/SJME-11-2020-0201>
- Setegn, A., Andargie, G., Amare, G., & Debie, A. (2021). Willingness to Pay for Social Health Insurance Among Teachers at Governmental Schools in Gondar Town, Northwest Ethiopia. *Risk Management and Healthcare Policy*, Volume 14, 861–868. <https://doi.org/10.2147/RMHP.S298256>

- Sharma, R., & Nagdev, K. (2021). Impact of short-lived content on brand love and purchase intention of generation Z. *International Journal of Technology Marketing*, 15(4), 399. <https://doi.org/10.1504/IJTMKT.2021.119072>
- Siddique, S., & Rajput, A. (2022). Self-expressiveness and hedonic brand affect brand love through brand jealousy. *Future Business Journal*, 8(1), 23. <https://doi.org/10.1186/s43093-022-00136-6>
- Tiwari, A. V., Bajpai, N., Singh, D., & Vyas, V. (2022). Antecedents of hedonism affecting memorable tourism experience (MTE) leading to revisit intention in tourists. *International Journal of Tourism Cities*, 8(3), 588–602. <https://doi.org/10.1108/IJTC-03-2021-0043>
- Turner, J. C., Brown, R. J., & Tajfel, H. (1979). Social comparison and group interest in ingroup favouritism. *European Journal of Social Psychology*, 9(2), 187–204. <https://doi.org/10.1002/ejsp.2420090207>
- Veblen, T. (2009). Conspicuous Consumption. In T. Veblen, *The Theory of the Leisure Class*. Oxford University Press. <https://doi.org/10.1093/owc/9780199552580.003.0005>
- Wallace, E., Torres, P., Augusto, M., & Stefurn, M. (2022). Do brand relationships on social media motivate young consumers' value co-creation and willingness to pay? The role of brand love. *Journal of Product & Brand Management*, 31(2), 189–205. <https://doi.org/10.1108/JPBM-06-2020-2937>
- Yang, M., Chen, H., Long, R., Wang, Y., Hou, C., & Liu, B. (2021). Will the public pay for green products? Based on analysis of the influencing factors for Chinese's public willingness to pay a price premium for green products. *Environmental Science and Pollution Research*, 28(43), 61408–61422. <https://doi.org/10.1007/s11356-021-14885-4>
- Yang, Z. (2020). The Impact of Brand Innovativeness on Customer Loyalty—Take Apple Inc. As an Example. *Proceedings of the 2020 4th International Seminar on Education, Management and Social Sciences (ISEMSS 2020)*. 2020 4th International Seminar on Education, Management and Social Sciences (ISEMSS 2020). <https://doi.org/10.2991/assehr.k.200826.088>
- Yuan, Y., Yao, Y., & Deily, M. (2020). Willingness to Pay for Status Signals in Online Luxury Markets. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3533481>
- Zhang, S., Peng, M. Y.-P., Peng, Y., Zhang, Y., Ren, G., & Chen, C.-C. (2020). Expressive Brand Relationship, Brand Love, and Brand Loyalty for Tablet PCs: Building a Sustainable Brand. *Frontiers in Psychology*, 11, 231. <https://doi.org/10.3389/fpsyg.2020.00231>
- Zolkepli, I. A., & Omar, A. (2023). Empirical Generalization on Luxury Fashion Handbag Brand Value Perceptions. *Asian Journal of Research in Business and Management*, 5(1), 1–13. <https://doi.org/10.55057/ajrbm.2023.5.1.20>