

An Investigation Study of the Impact of Generation Z Customers' Emotional Engagement on Brand Loyalty

Dr. Nawaz Ali Hamdulay¹✉ , Dr. Sameer Mohammed Hussain Shaikh²✉ 

¹Founder & Director, Infomania IT and Management Academy LLP), (B.E, M.E, MMS - IT, PhD-JJTU

²Principal [IC], St. Peter Degree College, Vasia, India) (B. Com, M. Com, MBA-Finance, Phd JJTU

Corresponding author(s):

Dr. Nawaz Ali Hamdulay

E-mail: nawaz.hamdulay@gmail.com

Keywords: Generation Z, Emotional Engagement, Brand Loyalty, Consumer Behaviour, Consumer-Brand Relationship, Emotional Attachment, Brand Trust, Brand Authenticity, Indian Consumers, Digital Marketing.

Received: 20/04/2026

Revised: 05/05/2026

Accepted: 18/06/2026



© 2026
by the
authors.

Submitted for possible open access publication under the terms and conditions of the [Creative Commons Attribution \(CC BY\) license](https://creativecommons.org/licenses/by/4.0/).

Abstract

Generation Z, commonly referred to as Gen Z, represents a digitally connected and increasingly influential consumer segment whose purchasing decisions are shaped not only by functional product attributes but also by emotional experiences and relationships with brands. This study investigates the impact of Generation Z customers' emotional engagement on brand loyalty among Indian consumers across different industries. The research focuses on understanding how emotional attachment, identification with brands, trust, perceived authenticity, and meaningful brand experiences influence consumers' willingness to remain loyal to a brand. In an environment characterized by intense competition, rapid technological change, social media influence, and numerous alternatives, developing strong emotional connections with Generation Z has become increasingly important for organizations seeking sustainable customer relationships. The study proposes that higher levels of emotional engagement are positively associated with stronger brand loyalty among Generation Z consumers. A quantitative research approach can be employed, using a structured questionnaire administered to Generation Z consumers in India. The proposed research model examines emotional engagement as the independent variable and brand loyalty as the dependent variable. The findings are expected to provide insights for marketers and brand managers regarding the importance of emotionally engaging Generation Z consumers through authentic communication, personalized experiences, social and digital interactions, and values that resonate with their expectations. The study may contribute to the growing literature on consumer-brand relationships by providing an Indian perspective on the relationship between emotional engagement and brand loyalty across diverse product and service categories.

1. Introduction

The contemporary marketplace is characterized by intense competition, rapidly changing consumer preferences, technological advancement, and increasing access to information. In such an environment, retaining customers has become as important as attracting new customers. Brand loyalty is therefore considered an important indicator of long-term business performance because loyal customers are more likely to repurchase products, recommend

brands to others, demonstrate resistance to competing offers, and develop stronger relationships with organizations. However, traditional approaches that emphasize only product quality, price, and functional benefits may be insufficient for developing lasting relationships with today's younger consumers.

Generation Z has emerged as a particularly important consumer group. Generally associated with individuals born in the late 1990s and early 2010s, Generation Z has grown up in an environment dominated by smartphones, social media, online communities, digital platforms, and continuous access to information. These characteristics have influenced the way Gen Z consumers discover, evaluate, interact with, and develop relationships with brands. For Indian businesses, understanding this generation is particularly significant because India's large and diverse young population represents a substantial current and future consumer market.

Generation Z consumers are exposed to a large number of competing brands through social media, influencer marketing, online reviews, e-commerce platforms, entertainment content, and digital advertising. As a result, consumers can switch between brands relatively easily when their expectations are not met. At the same time, brands that successfully create meaningful emotional experiences may be able to establish stronger and more enduring consumer relationships. Emotional engagement refers to the degree to which consumers experience emotional involvement, attachment, connection, enthusiasm, or personal relevance in their interactions with a brand. Unlike purely transactional relationships, emotional engagement involves consumers perceiving a brand as meaningful and personally significant.

The relationship between emotional engagement and brand loyalty is particularly relevant in the context of Generation Z. Younger consumers may respond positively to brands that demonstrate authenticity, social responsibility, inclusiveness, personalization, transparency, and values that correspond with their own identities. When consumers feel emotionally connected to a brand, they may be more inclined to repeatedly purchase from it, recommend it to others, defend it against criticism, and maintain their relationship with the brand even when competing alternatives are available.

The rapid expansion of digital and social media has further strengthened the importance of emotional engagement. Brands can now interact with consumers continuously through social networking sites, online communities, short-form videos, personalized content, mobile applications, and other digital touchpoints. These interactions provide opportunities to create positive emotional experiences but also create risks because Generation Z consumers can quickly identify communication that appears artificial, manipulative, or inconsistent with a brand's stated values. Although emotional engagement and brand loyalty have received considerable attention in consumer behaviour research, there remains a need to examine their relationship specifically among Generation Z consumers in the Indian context. India's cultural diversity, rapidly developing digital economy, expanding middle-class consumer base, and distinctive combination of traditional and modern consumption patterns make it an important setting for such research. Moreover, examining consumers across industries rather than limiting the investigation to a single product category can provide a broader understanding of whether emotional engagement is consistently associated with brand loyalty.

Therefore, the present study proposes an investigation of the impact of Generation Z customers' emotional engagement on brand loyalty among Indian consumers across different industries. The study seeks to determine whether emotionally engaged Gen Z consumers demonstrate stronger loyalty toward brands and to identify the implications of emotional engagement for marketers seeking to build sustainable consumer-brand relationships.

2. Literature Review

[Hollebeek et al. \[2023\]](#), the authors in their study systematically review customer- and consumer-engagement (CE) scales to identify their key characteristics, strengths, and potential limitations. The study highlights the growing importance of engagement as a multidimensional construct encompassing cognitive, emotional, and behavioural dimensions. Through a systematic assessment of existing measurement scales, the authors identify considerable variation in conceptualizations, scale development procedures, and validation practices. They emphasize that some engagement scales may suffer from conceptual overlap with related constructs, insufficient theoretical grounding, and inconsistencies in dimensionality and measurement. The review provides useful guidelines for selecting and developing engagement measures that demonstrate stronger reliability, validity, and conceptual clarity. Importantly, Hollebeek et al. argue that researchers should carefully distinguish customer engagement from related concepts such as involvement, satisfaction, and loyalty. Overall, the study offers a comprehensive foundation for future engagement research by identifying methodological pitfalls and recommending greater rigor and consistency in the operationalization and measurement of customer- and consumer-engagement constructs [\[17\]](#).

[Wong \[2023\]](#), the author examines the relationships among consumer brand love, brand commitment, and brand loyalty, highlighting the emotional and relational dimensions of consumer–brand relationships. The study suggests that brand love represents a strong emotional attachment that can contribute to consumers’ willingness to maintain relationships with preferred brands. Brand commitment further strengthens this relationship by reflecting consumers’ intention and motivation to remain connected to a brand over time. The research emphasizes that brand loyalty is not merely reflected in repeated purchasing but can also arise from deeper psychological and emotional bonds between consumers and brands. Wong’s findings provide valuable insights into how emotional attachment and commitment may influence consumers’ long-term loyalty behaviors. The study contributes to relationship marketing literature by integrating these closely related constructs and clarifying their roles within consumer–brand relationships. Overall, the research provides a useful theoretical foundation for examining how positive emotional experiences and strong commitment can foster enduring brand loyalty and strengthen consumer relationships with brands [\[19\]](#).

[McKee, Dahl, and Peltier \[2024\]](#), the authors investigate Generation Z’s responses to digital personalization through the lens of privacy calculus theory. The study explores the tension between consumers’ desire for personalized brand experiences and their concerns about privacy and the use of personal data. The authors highlight that Gen Z consumers may appreciate personalization because it can improve relevance, convenience, and engagement with brands, while simultaneously perceiving risks associated with data collection and privacy intrusion. This creates a personalization paradox in which consumers balance perceived benefits against potential privacy costs when interacting with brands digitally. The study contributes to consumer behaviour literature by demonstrating how privacy-related evaluations can influence consumers’ attitudes and behaviours toward brands. Its findings are particularly relevant to understanding contemporary digital consumers, as Gen Z represents a highly connected consumer segment that frequently interacts with personalized online content. Overall, the research provides a valuable framework for examining how brands can use personalization effectively while maintaining consumer trust and addressing privacy concerns [\[20\]](#).

[Solanki \[2026\]](#), the author investigated the impact of mindful marketing on consumer trust and brand loyalty among Generation Z consumers in Mumbai. The study focused on authenticity, transparency, sustainability, social responsibility, and ethical marketing practices. Based on responses from 386 Gen Z consumers, the findings indicated that mindful marketing significantly enhanced consumer trust and brand loyalty. The study also found that such marketing practices increased repeat purchase intentions, recommendation intentions, and

emotional attachment toward brands. Importantly, Gen Z consumers showed greater preference for brands whose values aligned with their social and ethical beliefs [25]. These findings support the relationship between emotional engagement, trust, and brand loyalty.

3. Research Objectives

- 1) To investigate the impact of Generation Z customers' emotional engagement on brand loyalty among Indian consumers across different industries.
- 2) **To examine the level of emotional engagement** among Generation Z consumers toward the brands they purchase and interact with.
- 3) **To assess the level of brand loyalty** exhibited by Generation Z consumers in the Indian market.
- 4) **To identify the major dimensions of emotional engagement** that contribute to Generation Z consumers' relationships with brands, including emotional attachment, brand identification, trust, authenticity, and meaningful brand experiences.
- 5) **To investigate the relationship between emotional engagement and brand loyalty** among Generation Z consumers.
- 6) **To determine the impact of emotional engagement on different aspects of brand loyalty**, including repurchase intention, recommendation intention, preference for the brand, and resistance to switching.
- 7) **To examine whether the relationship between emotional engagement and brand loyalty varies across different industries** and product or service categories.
- 8) **To provide practical recommendations for marketers and brand managers** on developing effective emotional engagement strategies for Generation Z consumers in India.

4. Research Hypotheses

Based on the proposed research objectives and conceptual relationship between emotional engagement and brand loyalty, the following hypotheses can be formulated:

H1: Generation Z customers' emotional engagement has a significant positive impact on brand loyalty among Indian consumers.

H0: Generation Z customers' emotional engagement has no significant impact on brand loyalty among Indian consumers.

Dimension-Specific Hypotheses

H1a: Emotional attachment to a brand has a significant positive relationship with Generation Z customers' brand loyalty.

H1b: Brand identification has a significant positive relationship with Generation Z customers' brand loyalty.

H1c: Brand trust has a significant positive relationship with Generation Z customers' brand loyalty.

H1d: Perceived brand authenticity has a significant positive relationship with Generation Z customers' brand loyalty.

H1e: Positive and meaningful brand experiences have a significant positive relationship with Generation Z customers' brand loyalty.

Industry-Based Hypothesis

H1f: The relationship between emotional engagement and brand loyalty differs significantly across industries among Generation Z consumers in India.

Proposed Conceptual Relationship

The study can be represented through the following basic conceptual framework:

Emotional Engagement of Generation Z Consumers



- Emotional Attachment
- Brand Identification
- Brand Trust
- Perceived Authenticity
- Meaningful Brand Experiences



Brand Loyalty

- Repurchase Intention
- Brand Preference
- Recommendation/Word-of-Mouth
- Resistance to Switching

In this framework, **emotional engagement is the independent variable**, while **brand loyalty is the dependent variable**. The individual dimensions of emotional engagement can be examined to determine which factors have the strongest influence on Generation Z consumers' loyalty toward brands.

5. Research Methodology

Research Design

The study adopts a **descriptive and analytical research design** to investigate the relationship between Generation Z consumers' emotional engagement and their brand loyalty in the Indian market. The descriptive component examines the level of emotional engagement and brand loyalty among Generation Z consumers, while the analytical component investigates whether emotional engagement significantly influences different dimensions of brand loyalty.

The study uses a **mixed-data approach**, incorporating both primary and secondary data. Primary data are collected directly from Generation Z consumers through a structured questionnaire, while secondary data are obtained from academic journals, books, research papers, industry reports, company reports, and credible online sources.

The study is primarily quantitative in nature because the relationship between emotional engagement and brand loyalty is assessed using measurable variables and statistical techniques.

Population of the Study

The target population consists of **Generation Z consumers in India**. For the purpose of this study, Generation Z refers broadly to consumers born between the late 1990s and early 2010s. The study focuses on individuals who actively purchase, use, follow, or interact with brands through physical and/or digital channels.

The respondents may belong to different geographical locations, educational backgrounds, occupations, income groups, and consumer categories in order to obtain a broader understanding of Generation Z's brand-related behaviour.

Sample Size

The study uses a sample of **100 Generation Z respondents** from India.

Due to the exploratory nature and practical limitations of the study, a **non-probability convenience/purposive sampling approach** can be adopted. Respondents are selected based on their eligibility as Generation Z consumers and their experience with purchasing or interacting with brands.

Although a sample of 100 is suitable for an exploratory academic study, a larger sample would provide greater statistical generalisability.

Sources of Data

The study uses two major sources of data:

Primary Data:

Primary data are collected through a structured questionnaire administered to 100 Generation Z consumers. The questionnaire measures respondents' perceptions of emotional engagement and brand loyalty.

Secondary Data:

Secondary information is collected from peer-reviewed research articles, academic journals, books, industry reports, market research publications, company reports, and other credible sources dealing with Generation Z, emotional engagement, consumer behaviour, branding, customer relationships, and brand loyalty.

Research Instrument

A structured questionnaire is used as the primary research instrument. The questionnaire can be divided into the following sections:

1. **Demographic information** – age, gender, education, occupation, income and location.
2. **Brand interaction information** – frequently purchased product/service categories, preferred brands, frequency of interaction and social-media engagement.
3. **Emotional engagement** – emotional attachment, brand identification, trust, authenticity and meaningful brand experiences.
4. **Brand loyalty** – repurchase intention, recommendation intention, brand preference and resistance to switching.

A **five-point Likert scale** can be used for the major constructs:

- 1 – Strongly Disagree
- 2 – Disagree
- 3 – Neutral
- 4 – Agree
- 5 – Strongly Agree

Variables of the Study

The principal independent variable is **emotional engagement**, while **brand loyalty** is the dependent variable.

The major dimensions of emotional engagement are:

- Emotional attachment
- Brand identification
- Brand trust
- Brand authenticity
- Meaningful brand experiences

The major dimensions of brand loyalty are:

- Repurchase intention
- Recommendation intention
- Brand preference
- Resistance to switching

The conceptual relationship can therefore be represented as:

Emotional Engagement → Brand Loyalty

More specifically:

Emotional Attachment + Brand Identification + Trust + Authenticity + Meaningful Experiences → Repurchase Intention + Recommendation Intention + Brand Preference + Resistance to Switching

6. Impact of Generation Z Customers' Emotional Engagement on Brand Loyalty Among Indian Consumers Across Different Industries

The emergence of Generation Z (Gen Z), generally comprising individuals born between the late 1990s and early 2010s, has significantly influenced consumer behaviour in India. As a digitally connected and socially conscious generation, Gen Z often evaluates brands beyond functional benefits such as price, quality, and convenience. Emotional engagement, which refers to the emotional connection and personal attachment consumers develop with a brand, has become increasingly important in shaping their purchasing decisions and long-term loyalty. This study aims to investigate the impact of Gen Z customers' emotional engagement on brand loyalty among Indian consumers across different industries.

Emotional engagement can develop when consumers feel that a brand understands their values, lifestyle, aspirations, and identity. Gen Z consumers tend to respond positively to brands that demonstrate authenticity, inclusivity, social responsibility, and meaningful communication. In India, where consumer preferences are influenced by diverse cultural, social, and economic factors, emotional connections may play a particularly important role in determining whether consumers repeatedly purchase from and recommend a brand. Brands that create positive emotional experiences through personalised marketing, relatable social-media content, community-building activities, and responsive customer service may therefore be more successful in developing loyal Gen Z customers.

Brand loyalty can be reflected through repeat purchases, preference for a particular brand over competitors, positive word-of-mouth, willingness to recommend the brand, and resistance to switching. Emotional engagement may strengthen these behaviours because consumers who feel emotionally connected to a brand are more likely to perceive it as part of their identity. For example, in the fashion and beauty industries, Gen Z consumers may develop loyalty towards brands that reflect their personal style and values. Similarly, in the food and beverage industry, emotional experiences, brand personality, and social-media presence can influence consumer attachment. In the technology and e-commerce sectors, personalised experiences, trust, convenience, and a sense of belonging may contribute to stronger emotional relationships with brands.

The cross-industry aspect of the study is important because emotional engagement may not have the same influence in every sector. Consumers purchasing fashion products may place greater emphasis on self-expression and social identity, whereas consumers selecting financial, technological, or essential-service brands may give greater importance to trust, reliability, and security. Comparing different industries can therefore help identify whether emotional engagement consistently predicts brand loyalty or whether its influence depends on the nature of the product or service.

The study can also examine the role of digital platforms in developing emotional relationships between Gen Z consumers and brands. Social media provides opportunities for two-way communication, influencer interactions, user-generated content, and online communities. These activities can make brands appear more accessible and relatable. However, Gen Z consumers are also likely to be sensitive to inauthentic communication, misleading claims, and excessive promotional content, which may weaken emotional attachment and loyalty.

Investigating the relationship between emotional engagement and brand loyalty among Indian Gen Z consumers can provide valuable insights for marketers and businesses. Understanding the emotional factors that encourage loyalty can help organisations develop

more authentic, personalised, and consumer-centred strategies. A cross-industry investigation can further identify common patterns as well as industry-specific differences, enabling Indian brands to build stronger and more sustainable relationships with the increasingly influential Generation Z consumer segment.



Figure 1

7. The Level of Emotional Engagement Among Generation Z Consumers Toward the Brands they Purchase and Interact With

The objective of this study is to examine the level of emotional engagement among Generation Z consumers toward the brands they purchase and interact with. Generation Z represents an increasingly influential consumer group in India, with distinctive expectations regarding authenticity, personalisation, social responsibility, and digital interaction. Unlike traditional approaches that primarily focus on functional benefits such as price, quality, and convenience, emotional engagement considers the feelings, attitudes, and psychological connections consumers develop with brands.

Emotional engagement refers to the extent to which consumers feel emotionally connected, attached, or personally involved with a particular brand. For Generation Z consumers, such engagement may develop through positive experiences, relatable brand communication, personalised interactions, social-media content, and shared values. Consumers may experience emotions such as trust, excitement, happiness, belonging, admiration, or attachment when interacting with brands that align with their personalities and lifestyles. Understanding these emotional responses is important because they can influence how consumers perceive brands and how strongly they identify with them.

The study seeks to assess whether Generation Z consumers demonstrate high, moderate, or low levels of emotional engagement with the brands they regularly purchase from and interact with. It can examine factors such as brand attachment, emotional connection, identification with the brand, perceived authenticity, trust, and satisfaction. These dimensions can provide a comprehensive understanding of the emotional relationship between Gen Z consumers and brands. The study may also consider how frequently consumers interact with brands through social media, websites, mobile applications, advertisements, loyalty programmes, and physical stores, as these interactions can contribute to emotional engagement.

Digital platforms are particularly relevant when examining Gen Z's emotional engagement. As a highly digitally connected generation, Gen Z frequently encounters brands through

platforms such as Instagram, YouTube, short-form video applications, and online communities. Engaging content, interactive campaigns, influencer collaborations, and user-generated content can create opportunities for consumers to develop stronger emotional connections with brands. At the same time, consumers may become disengaged when brand communication is perceived as artificial, repetitive, insensitive, or inconsistent with the values communicated by the organisation.

The level of emotional engagement may also differ across industries. For example, fashion and beauty brands may generate emotional connections through self-expression and identity, while technology brands may encourage engagement through innovation and lifestyle integration. Food and beverage brands may create emotional associations through experiences, familiarity, and social occasions. Therefore, examining consumers across different industries can help determine whether emotional engagement is a general characteristic of Gen Z consumer behaviour or is influenced by the type of product or service [15].

This objective aims to provide a clear understanding of how strongly Generation Z consumers connect emotionally with the brands they purchase and interact with. Measuring the level and dimensions of emotional engagement can help identify the factors that contribute to meaningful brand-consumer relationships. The findings can provide useful insights for marketers seeking to design authentic, relevant, and emotionally engaging strategies that resonate with Generation Z consumers in the Indian market.



Figure 2

8. The Level of Brand Loyalty Exhibited by Generation Z Consumers in the Indian Market

The objective of this study is to assess the level of brand loyalty exhibited by Generation Z consumers in the Indian market. Generation Z has emerged as an important consumer segment due to its growing purchasing power, strong digital presence, and distinctive attitudes toward brands. Unlike earlier generations, Gen Z consumers are exposed to a wide range of domestic and international brands through social media, e-commerce platforms, influencers, and digital advertising. This extensive exposure provides them with numerous alternatives and may influence their willingness to remain loyal to a particular brand.

Brand loyalty refers to a consumer's consistent preference for and commitment to a specific brand, reflected through repeated purchases, positive attitudes, recommendations, and a willingness to choose the brand over competing alternatives. Assessing brand loyalty among Indian Gen Z consumers is important for understanding whether this generation develops long-term relationships with brands or frequently switches between brands based on factors such as price, trends, convenience, quality, and promotional offers.

The study can measure brand loyalty through several dimensions, including repeat purchase behaviour, brand preference, intention to repurchase, willingness to recommend, resistance to

switching, and emotional attachment to a brand. Consumers who repeatedly purchase the same brand despite the availability of competing products may demonstrate a higher level of behavioural loyalty. Similarly, consumers who actively recommend a brand to friends, family, or online communities may demonstrate attitudinal loyalty. Examining both behavioural and attitudinal dimensions can provide a more comprehensive assessment of loyalty among Gen Z consumers.

The Indian market provides a diverse environment for examining brand loyalty because consumer preferences vary across different demographic, cultural, economic, and regional groups. Generation Z consumers may display different levels of loyalty across industries such as fashion, beauty, food and beverages, technology, entertainment, e-commerce, and financial services. For instance, loyalty towards a fashion brand may be influenced by style, identity, and social trends, whereas loyalty towards a technology brand may depend more heavily on product performance, innovation, reliability, and ecosystem integration.

Digital media is another important factor influencing Gen Z brand loyalty. Social-media engagement, online reviews, influencer recommendations, personalised offers, loyalty programmes, and seamless digital experiences can strengthen consumers' preference for particular brands. However, the ease of comparing products and switching between competitors may also make Gen Z consumers less traditionally loyal. Therefore, assessing their actual level of loyalty can help determine whether digital connectivity strengthens long-term brand relationships or encourages greater brand switching.

This objective seeks to determine the extent to which Generation Z consumers in India demonstrate loyalty towards the brands they purchase. By examining repeat purchasing, brand preference, recommendations, repurchase intentions, and resistance to competing brands, the study can identify the overall level of brand loyalty within this consumer segment. The findings can assist marketers and businesses in understanding the characteristics of Gen Z loyalty and developing strategies to retain these consumers in an increasingly competitive Indian marketplace.

9. The Major Dimensions of Emotional Engagement that Contribute to Generation Z Consumers' Relationships with Brands, Including Emotional Attachment, Brand Identification, Trust, Authenticity, And Meaningful Brand Experiences

The objective of this study is to identify the major dimensions of emotional engagement that contribute to Generation Z consumers' relationships with brands. Emotional engagement has become an important aspect of modern consumer behaviour, particularly among Generation Z, whose interactions with brands are increasingly shaped by personal values, digital experiences, social influences, and the desire for authenticity. Understanding the specific dimensions of emotional engagement can help explain why consumers develop strong relationships with certain brands and remain connected to them over time.

One major dimension is **emotional attachment**, which refers to the strength of the feelings and psychological bond that consumers develop toward a brand. Generation Z consumers may become emotionally attached to brands that provide positive experiences, reflect their lifestyles, or become associated with meaningful memories and personal experiences. Strong emotional attachment can make consumers feel that a brand is personally significant rather than simply being a provider of products or services.

Another important dimension is brand identification. This occurs when consumers perceive that a brand's personality, values, image, or social identity reflects their own identity. Generation Z consumers often use brands as a means of expressing their personality, lifestyle, beliefs, and aspirations. Consequently, brands that successfully represent the identity of their target consumers may develop stronger relationships with them [16]. Brand identification can

also encourage consumers to publicly associate themselves with a brand through social-media posts, recommendations, and online communities.

Trust is another essential component of emotional engagement. Consumers are more likely to develop strong relationships with brands when they believe that the brand is reliable, honest, transparent, and capable of delivering on its promises. For Generation Z, trust may extend beyond product quality to areas such as data privacy, responsible business practices, truthful advertising, and consistency in brand communication. A lack of trust can quickly weaken emotional engagement and encourage consumers to consider competing brands.

Authenticity is particularly relevant to Generation Z consumers. Authentic brands are perceived as genuine, transparent, and consistent in their communication and behaviour. Gen Z consumers are frequently exposed to influencer marketing, sponsored content, and digital advertising, making them increasingly attentive to whether brand messages appear genuine or merely promotional. Brands that demonstrate authentic values, acknowledge consumer concerns, and maintain consistency between their promises and actions may be more successful in establishing meaningful emotional connections.

Finally, **meaningful brand experiences** represent another significant dimension of emotional engagement. These experiences can occur through product usage, customer service, social-media interaction, personalised communication, physical stores, websites, mobile applications, or brand communities. Positive and memorable experiences can create emotions such as happiness, excitement, belonging, and satisfaction, strengthening the relationship between consumers and brands.

These dimensions are interconnected and may collectively influence the strength of Gen Z consumers' relationships with brands. Emotional attachment may develop from meaningful experiences, while trust and authenticity can reinforce identification with a brand. Examining these dimensions within the Indian market can therefore provide a comprehensive understanding of how Generation Z forms and maintains emotional relationships with brands across different industries. The findings can help businesses develop more authentic, trustworthy, personalised, and emotionally meaningful strategies to engage and retain Gen Z consumers.

10. Relationship Between Emotional Engagement and Brand Loyalty Among Generation Z Consumers

The objective of this study is to investigate the relationship between emotional engagement and brand loyalty among Generation Z consumers. In the contemporary marketplace, consumers increasingly develop relationships with brands based not only on functional factors such as price, quality, and convenience but also on emotional connections. This is particularly relevant to Generation Z, a digitally connected consumer group that often seeks authenticity, personal relevance, meaningful experiences, and alignment with personal values when interacting with brands.

Emotional engagement refers to the degree to which consumers experience feelings of attachment, trust, identification, excitement, satisfaction, or personal connection toward a brand. When consumers feel emotionally connected to a brand, they may perceive it as more than a provider of products or services. The brand may become associated with their identity, lifestyle, values, aspirations, or memorable experiences. Such emotional connections can potentially influence consumers' willingness to maintain a relationship with the brand over time.

Brand loyalty, on the other hand, reflects a consumer's commitment and preference toward a particular brand. It can be demonstrated through repeated purchases, intention to repurchase, positive word-of-mouth, willingness to recommend the brand, and resistance to switching to competitors. For Generation Z consumers, loyalty may also be expressed through social-media

engagement, participation in online brand communities, sharing brand-related content, and actively supporting brands whose values they identify with.

The study seeks to determine whether higher levels of emotional engagement are associated with stronger brand loyalty among Generation Z consumers. It can examine whether dimensions such as emotional attachment, brand identification, trust, authenticity, and meaningful brand experiences contribute to repeat purchasing and continued preference for a particular brand. Understanding these relationships can provide insight into whether emotional factors play a significant role in transforming consumer interactions into long-term brand relationships.

The relationship may also vary according to the industry in which the brand operates. In fashion and beauty, emotional engagement may be closely connected with self-expression, identity, and social acceptance. In food and beverage, positive experiences, familiarity, and emotional associations may encourage loyalty. In technology, consumers may develop attachment through innovation, personalisation, reliability, and integration of products into their daily lives. Examining these differences can help determine whether emotional engagement has a consistent influence on loyalty across different categories.

Digital platforms are also likely to play an important role in this relationship. Generation Z consumers frequently interact with brands through social media, e-commerce platforms, influencers, online communities, and digital campaigns. These interactions can strengthen emotional connections when consumers perceive brand communication as authentic and engaging. Conversely, inconsistent communication, misleading claims, or negative experiences may weaken emotional engagement and consequently reduce loyalty.

Investigating the relationship between emotional engagement and brand loyalty can help explain the psychological factors underlying Generation Z consumer behaviour. The findings may demonstrate whether consumers who develop stronger emotional connections with brands are more likely to remain loyal, repurchase products, recommend brands, and resist competitors. Such insights can assist marketers in developing strategies focused not merely on attracting Gen Z consumers but on building lasting, authentic, and emotionally meaningful relationships with them.

11. The Impact of Emotional Engagement on Different Aspects of Brand Loyalty, Including Repurchase Intention, Recommendation Intention, Preference for the Brand, And Resistance to Switching

The objective of this study is to determine the impact of emotional engagement on different aspects of brand loyalty among Generation Z consumers. In an increasingly competitive marketplace, brands are required to develop relationships with consumers that extend beyond functional product benefits. Generation Z consumers, in particular, may be influenced by emotional factors such as attachment, trust, authenticity, identification, and meaningful experiences when forming relationships with brands. Examining how these emotional factors influence specific dimensions of brand loyalty can provide a deeper understanding of Generation Z consumer behaviour.

One important aspect of brand loyalty is **repurchasing intention**, which refers to a consumer's willingness or likelihood to purchase products or services from the same brand again. Strong emotional engagement may increase repurchase intention because consumers who feel connected to a brand may be more likely to choose it repeatedly, even when competing alternatives are available. Positive emotional experiences, trust, and satisfaction can reinforce consumers' desire to maintain their relationship with the brand.

The study will also examine **recommendation intention**, which reflects the likelihood that consumers will recommend a brand to friends, family members, or other consumers. Emotionally engaged consumers may be more willing to communicate their positive

experiences and advocate for brands they feel personally connected to. In the digital environment, recommendation behaviour may extend beyond personal conversations to social-media posts, online reviews, comments, and user-generated content. Therefore, emotional engagement may contribute to both traditional and digital forms of brand advocacy.

Another important dimension is **preference for the brand**. Consumers who develop strong emotional connections may demonstrate a clear preference for a particular brand over competing alternatives. Such preference can result from brand identification, shared values, trust, authenticity, or positive experiences. Generation Z consumers may particularly prefer brands that reflect their personality, lifestyle, aspirations, and social values. Examining this dimension can help determine whether emotional engagement strengthens consumers' psychological preference for a brand.

The study will further investigate **resistance to switching**, which refers to a consumer's reluctance to change from a preferred brand to a competitor. In markets where consumers have easy access to numerous alternatives, maintaining loyalty can be challenging. However, emotional attachment and trust may create psychological barriers to switching. Consumers who perceive a brand as meaningful or personally relevant may be less likely to abandon it solely because another brand offers a lower price or temporary promotion.

These four dimensions—repurchase intention, recommendation intention, brand preference, and resistance to switching—provide a comprehensive framework for assessing the impact of emotional engagement on brand loyalty. The study can examine whether different dimensions of emotional engagement have stronger effects on particular aspects of loyalty. For example, trust and authenticity may strongly influence repurchase intention, while emotional attachment and brand identification may have a greater influence on recommendation and preference.

This objective aims to establish the extent to which emotional engagement contributes to the development of different forms of brand loyalty among Generation Z consumers. The findings can provide valuable insights for marketers and businesses seeking to develop strategies that encourage repeat purchases, positive recommendations, stronger brand preferences, and reduced switching behaviour. By understanding these relationships, brands can focus on creating authentic and meaningful emotional experiences that support long-term relationships with Generation Z consumers.

12. The Relationship Between Emotional Engagement and Brand Loyalty Varies Across Different Industries and Product or Service Categories

The objective of this study is to examine whether the relationship between emotional engagement and brand loyalty varies across different industries and product or service categories. Although emotional engagement is widely recognised as an important factor in developing strong consumer–brand relationships, its influence may not be identical across all industries. The nature of the product or service, frequency of consumer interaction, level of involvement, perceived risk, and emotional significance of the purchase may influence the strength of the relationship between emotional engagement and brand loyalty among Generation Z consumers.

Different industries provide consumers with different types of experiences and emotional associations. For example, fashion and beauty brands may have a strong connection with personal identity, self-expression, appearance, and social image. Consequently, emotional attachment and brand identification may have a significant influence on loyalty in these categories. Consumers may remain loyal to brands that represent their personality, lifestyle, or aspirations and that allow them to express themselves.

In the food and beverage industry, emotional engagement may develop through familiarity, enjoyment, social experiences, and positive memories. Consumers may develop preferences

for particular brands because of repeated positive experiences or associations with family, friends, celebrations, or everyday routines. In such categories, meaningful experiences and satisfaction may contribute substantially to repeat purchasing and brand preference.

The relationship may differ further in the technology and electronics sector. Generation Z consumers may develop emotional connections with technology brands through innovation, convenience, personalisation, reliability, and integration into their everyday lives. Once consumers become accustomed to a particular technological ecosystem, emotional attachment and trust may contribute to continued purchasing and resistance to switching. However, technological innovation and competitive pricing may also encourage consumers to consider alternative brands.

Service industries may present another distinctive context. In sectors such as banking, telecommunications, travel, entertainment, and online services, trust, reliability, customer experience, and personalisation may be particularly important [14]. Because services often involve continuous interactions between consumers and providers, repeated positive experiences may strengthen emotional engagement and encourage loyalty. Conversely, poor service experiences may quickly weaken the consumer's emotional connection and increase switching intentions.

The study can therefore compare the strength of the relationship between emotional engagement and different dimensions of brand loyalty across selected industries. These dimensions may include repurchase intention, recommendation intention, brand preference, and resistance to switching. Such comparisons can establish whether emotional engagement consistently predicts loyalty or whether specific emotional factors are more influential in particular product or service categories.

The Indian market provides a particularly relevant context for this comparison because Generation Z consumers are exposed to a diverse range of domestic and international brands across numerous industries. Differences in cultural values, purchasing patterns, digital behaviour, and economic considerations may further influence the relationship between emotional engagement and loyalty. Examining multiple categories can therefore provide a more comprehensive understanding of Gen Z consumer behaviour than focusing on a single industry.

This objective seeks to identify industry-specific differences in the relationship between emotional engagement and brand loyalty among Generation Z consumers. The findings can help determine whether emotional engagement has a universally strong effect on loyalty or whether its influence depends on the nature of the industry and product or service category. Such insights can enable marketers to develop industry-specific strategies that create appropriate emotional experiences and strengthen long-term relationships with Generation Z consumers.

13. Practical Recommendations for Marketers and Brand Managers on Developing Effective Emotional Engagement Strategies for Generation Z Consumers in India

The objective of this study is to provide practical recommendations for marketers and brand managers on developing effective emotional engagement strategies for Generation Z consumers in India. Generation Z represents an increasingly important consumer segment whose purchasing decisions are influenced not only by product quality and price but also by emotional connection, authenticity, personal identity, social values, and meaningful brand experiences. As this generation is highly connected through digital platforms, brands need to adopt strategies that are relevant, genuine, interactive, and emotionally engaging.

One important recommendation is for marketers to focus on **authenticity and transparency**. Generation Z consumers are frequently exposed to advertisements, influencer promotions, sponsored content, and brand communications. As a result, they may be more

attentive to whether brands demonstrate genuine values and consistency between their messages and actions. Brand managers should communicate honestly, avoid exaggerated claims, and demonstrate their values through actual business practices. Authentic communication can strengthen consumer trust and contribute to deeper emotional relationships.

Another important strategy is **personalisation**. Generation Z consumers may respond positively when brands recognise their individual preferences, interests, and lifestyles. Marketers can use appropriate consumer insights to provide personalised recommendations, content, offers, and experiences. However, personalisation should be implemented responsibly and transparently so that consumers do not feel that their privacy is being compromised. Creating relevant experiences can make consumers feel valued and understood by the brand.

Social-media engagement should also form an important part of emotional engagement strategies. Rather than using social media solely for promotional purposes, brands can create interactive content, encourage user-generated content, respond to consumer comments, and build online communities. Short-form videos, storytelling, interactive campaigns, and collaborations with relevant creators can help brands communicate in ways that are more natural and engaging for Generation Z. Two-way communication can also make consumers feel that their opinions are recognised and valued.

Marketers should further focus on creating **meaningful brand experiences** across both digital and physical touchpoints. Positive customer service, seamless online purchasing, attractive packaging, loyalty programmes, personalised communication, and engaging retail experiences can contribute to consumers' overall emotional perception of a brand. Consistency across these touchpoints is important because a single negative experience can weaken trust and emotional engagement.

Another recommendation is to demonstrate **social and environmental responsibility** in a credible manner. Generation Z consumers may show interest in brands that address issues relevant to society and communities. Businesses can strengthen emotional connections by supporting meaningful causes, promoting inclusivity, reducing environmental impact, and engaging in responsible business practices. However, such initiatives should be genuine rather than simply promotional, as perceived "purpose-washing" may negatively affect consumer trust.

The study should also encourage marketers to recognise that emotional engagement strategies may need to **differ across industries**. Fashion brands may emphasise self-expression and identity, while technology brands may focus on innovation and personalisation. Food and beverage brands may create emotional connections through familiarity and shared experiences, whereas service brands may emphasise trust, reliability, and personalised customer care. Industry-specific strategies can therefore be more effective than a single approach applied to all consumers.

The findings of this study can help marketers and brand managers understand the emotional factors that influence Generation Z consumers' relationships with brands. By prioritising authenticity, personalisation, meaningful experiences, interactive communication, social responsibility, and consistent customer experiences, Indian brands can strengthen emotional engagement and potentially improve brand loyalty. These recommendations can support businesses in developing long-term relationships with Generation Z consumers and maintaining competitiveness in India's rapidly evolving consumer market.

14. Data Analysis

The collected data is coded and analysed using statistical software such as **Excel and R**.

❖ Descriptive Statistics

Descriptive statistics will be used to summarise the demographic characteristics of the 100 respondents. Frequencies and percentages can be calculated for variables such as:

- Age
- Gender
- Education
- Occupation
- Income
- Location
- Frequently purchased product/service category
- Frequency of brand interaction

Mean and standard deviation can also be calculated for the emotional engagement and brand loyalty variables.

❖ Reliability Analysis

The internal consistency of the questionnaire items can be assessed using **Cronbach's Alpha**.

Separate reliability tests may be conducted for:

- Emotional attachment
- Brand identification
- Brand trust
- Brand authenticity
- Meaningful brand experience
- Overall emotional engagement
- Overall brand loyalty

A Cronbach's Alpha value of approximately **0.70 or above** is generally considered acceptable for exploratory research, although interpretation should depend on the research context and number of items.

❖ Correlation Analysis

Pearson's correlation coefficient can be used to determine the direction and strength of the relationship between emotional engagement and brand loyalty.

Correlation analysis can also examine relationships between individual emotional-engagement dimensions and the four dimensions of brand loyalty.

For example:

- Emotional attachment ↔ Repurchase intention
- Brand trust ↔ Recommendation intention
- Brand authenticity ↔ Brand preference
- Meaningful experiences ↔ Resistance to switching

❖ Regression Analysis

Multiple regression analysis can be used to determine the extent to which the dimensions of emotional engagement predict brand loyalty.

A basic regression model can be expressed as:

Brand Loyalty = β_0 + β_1 Emotional Attachment + β_2 Brand Identification + β_3 Trust + β_4 Authenticity + β_5 Meaningful Experience + ϵ

The regression analysis can indicate which dimensions make the strongest contribution to overall brand loyalty.

The **R² value** can be used to determine the proportion of variation in brand loyalty explained by the emotional-engagement variables.

❖ **Analysis of Brand Loyalty Dimensions**

Separate regression or correlation analyses can be performed for:

1. Repurchase intention
2. Recommendation intention
3. Brand preference
4. Resistance to switching

This will help determine whether emotional engagement affects behavioural loyalty and attitudinal loyalty in the same way.

❖ **Industry Comparison**

To address the objective concerning different industries, respondents can be grouped according to the major product/service categories with which they interact, such as:

- Fashion and apparel
- Food and beverages
- Beauty and personal care
- Electronics and technology
- E-commerce
- Entertainment and streaming
- Travel and hospitality
- Financial or digital services

Where sufficient observations are available in each category, **t-tests or one-way ANOVA** may be used to examine whether emotional engagement and brand loyalty differ significantly across categories. Because the sample contains only 100 respondents, industry-level comparisons should be interpreted cautiously, particularly where some categories contain relatively few respondents.

15. Key Findings

- ❖ **Emotional Engagement and Brand Loyalty** - The study is expected to demonstrate that Generation Z consumers who develop stronger emotional connections with brands are more likely to demonstrate higher levels of brand loyalty.
- ❖ Emotional engagement is expected to extend beyond product satisfaction. Generation Z consumers may remain loyal to brands when they feel that a brand understands their values, personality, lifestyle and expectations.
- ❖ **Emotional Attachment** - Consumers who feel emotionally attached to a brand are expected to demonstrate stronger repurchase intentions and greater resistance to switching to competing brands. This suggests that emotional attachment can transform a brand from being simply a product provider into a meaningful part of the consumer's identity or lifestyle.
- ❖ **Brand Identification** - Brand identification is expected to play an important role among Generation Z consumers. When consumers perceive that a brand reflects their personality, values or social identity, they may be more willing to prefer and support that brand.
- ❖ **Trust** - Trust is expected to be one of the important drivers of emotional engagement. Generation Z consumers are likely to value brands that demonstrate reliability, transparency, consistency and responsible behaviour.

- ❖ **Authenticity** - Brand authenticity is expected to contribute positively to loyalty. Consumers may respond more favourably to brands that communicate honestly and demonstrate consistency between their stated values and actual behaviour.
- ❖ **Meaningful Brand Experiences** - Meaningful experiences across websites, mobile applications, social media, stores, customer service and other touchpoints are expected to strengthen emotional relationships with brands.
- ❖ For Generation Z, digital interaction may be particularly important because social media and online communities provide frequent opportunities for consumers to engage with brands.
 - ❖ **Impact on Different Forms of Loyalty** - Emotional engagement is expected to positively influence:
 - **Repurchase intention** – consumers are more willing to buy the brand again.
 - **Recommendation intention** – emotionally engaged consumers may be more likely to recommend or advocate for a brand.
 - **Brand preference** – consumers may choose an emotionally meaningful brand even when competing alternatives are available.
 - **Resistance to switching** – stronger emotional relationships may reduce consumers' willingness to move to competing brands.
 - ❖ **Differences Across Industries** - The strength of emotional engagement may vary across industries. Categories involving identity, lifestyle and personal expression, such as fashion, beauty, entertainment and technology, may generate stronger emotional relationships than categories where purchasing decisions are primarily functional.

16. Threats

Several potential threats may affect the validity and reliability of the research.

- **Sampling Bias** - The respondents may not accurately represent India's diverse Generation Z population. Urban, educated or digitally active consumers could be overrepresented.
- **Response Bias** - Participants may provide answers that they believe are socially acceptable rather than reflecting their actual feelings toward brands.
- **Common Method Bias** - Because emotional engagement and brand loyalty are measured through the same questionnaire, respondents' general attitudes toward a particular brand could influence answers to several questions.
- **Measurement Bias** - Emotional concepts such as authenticity, attachment and identification can be interpreted differently by different respondents. Poorly worded questionnaire items could therefore affect the accuracy of the results.
- **Brand-Specific Bias** - Respondents may answer based on one particularly strong or weak brand relationship rather than their general attitude toward brands.
- **Industry Imbalance** - If the 100 respondents are concentrated in a small number of industries, comparisons between industries may produce misleading conclusions.
- **External Influences** - Social-media trends, influencer marketing, discounts, economic conditions and viral campaigns may temporarily influence respondents' attitudes toward particular brands.
- **Limited Generalisability** - The findings should not automatically be generalised to all Indian Generation Z consumers without considering the sample size, sampling method and geographical distribution.

17. Advantages

- ❖ **Focus on Generation Z** - The research focuses specifically on Generation Z, an increasingly important consumer segment in the Indian market.
- ❖ **Practical Marketing Relevance** - The study can help marketers understand how emotional connections influence loyalty and can therefore support the development of more effective customer-engagement strategies.
- ❖ **Multiple Dimensions of Emotional Engagement** - Rather than treating emotional engagement as a single concept, the study examines attachment, identification, trust, authenticity and meaningful experiences.
- ❖ **Multiple Dimensions of Brand Loyalty** - The research evaluates loyalty through repurchase intention, recommendation intention, brand preference and resistance to switching.
- ❖ **Industry Perspective** - Examining consumers across different product and service categories can provide insights into whether emotional engagement operates similarly across industries.
- ❖ **Combination of Primary and Secondary Data** - Using both primary and secondary data allows the research to combine direct consumer evidence with existing academic and industry knowledge.

18. Disadvantages

- ❖ **Limited Sample Size** - The sample consists of only 100 respondents. Therefore, the results may not fully represent the entire Generation Z population of India.
- ❖ **Sampling Limitation** - If convenience or purposive sampling is used, the sample may contain selection bias because respondents may not be representative of the broader population.
- ❖ **Self-Reported Data** - The study relies on respondents' perceptions and self-reported behaviour. Respondents may sometimes provide socially desirable answers or may not accurately remember their purchasing behaviour.
- ❖ **Cross-Sectional Nature** - If data are collected at one point in time, the study cannot fully establish how emotional engagement and brand loyalty change over a longer period.
- ❖ **Industry Representation** - With only 100 respondents, certain industries or product categories may have insufficient respondents for robust statistical comparison.
- ❖ **Rapidly Changing Consumer Behaviour** - Generation Z's digital habits, social-media trends and brand preferences can change rapidly. Consequently, findings may change as consumer culture and technology evolve.

19. Comparison Emotional Engagement and Traditional Drivers of Loyalty

Factor	Emotional Engagement	Functional/Product Satisfaction	Price-Based Loyalty	Promotional Loyalty
Primary basis	Feelings and emotional connection	Product performance and utility	Low price/value	Discounts and incentives
Relationship with brand	Usually, deeper	Moderate	Often weak	Often temporary

Factor	Emotional Engagement	Functional/Product Satisfaction	Price-Based Loyalty	Promotional Loyalty
Repurchase potential	High when emotional connection is strong	High when satisfaction remains high	Depends on price	Depends on availability of offers
Resistance to switching	Potentially high	Moderate to high	Usually low	Usually low
Recommendation	Strong potential	Based mainly on product satisfaction	Less likely	Less likely
Long-term relationship	Potentially strong	Strong if product remains satisfactory	Vulnerable to competitors	Vulnerable to competing promotions
Relevance to Gen Z	High, particularly where identity and values matter	High	Important but not always decisive	Important but often short-term

Table 1: Emotional Engagement and Traditional Drivers of Loyalty

20. Managerial Implications and Practical Brand Strategies

The findings of the study can be translated into several practical strategies for Indian marketers targeting Generation Z.

- ❖ **First, brands should focus on authenticity.** Communication should be consistent with actual brand behaviour. Generation Z consumers should not merely be told that a brand has certain values; those values should be demonstrated through products, services and business practices.
- ❖ **Second, brands should build emotional storytelling.** Marketing campaigns can use relatable stories, real consumer experiences and culturally relevant content to create emotional connections.
- ❖ **Third, brands should encourage consumer participation.** Interactive campaigns, user-generated content, online communities, polls and social-media engagement can make consumers active participants rather than passive recipients of advertising.
- ❖ **Fourth, brands should strengthen trust.** Transparent communication about products, pricing, privacy, customer service and business practices can contribute to stronger consumer relationships.
- ❖ **Fifth, brands should create meaningful experiences.** The customer experience should be consistent across websites, mobile applications, social media, physical stores and post-purchase service.
- ❖ **Sixth, brands should support consumer identity.** Products and campaigns can be positioned in ways that allow Generation Z consumers to express their personality, lifestyle and values.
- ❖ **Seventh, brands should move beyond discounts.** While promotions can encourage purchases, long-term loyalty should be supported through emotional connections, community building, superior experiences and perceived brand relevance.

21. Conclusion

The study, examines the increasingly important relationship between consumers' emotional connections with brands and their loyalty-related behaviour. Generation Z represents a strategically important consumer segment because its relationship with brands is shaped not only by product quality and price but also by identity, trust, authenticity, experience, social interaction and perceived alignment with personal values. The present study therefore examines emotional engagement through five major dimensions: **emotional attachment, brand identification, trust, authenticity and meaningful brand experiences**.

Using primary data from **100 Generation Z consumers**, together with relevant secondary information, the research seeks to determine whether stronger emotional engagement is associated with higher brand loyalty. Brand loyalty is examined through **repurchase intention, recommendation intention, brand preference and resistance to switching**. The proposed analysis using descriptive statistics, reliability analysis, correlation, regression and, where appropriate, industry-level comparison can provide a systematic assessment of these relationships. The study is expected to demonstrate that emotional engagement can be an important contributor to brand loyalty, although the strength of this relationship may differ according to industry, product category and individual consumer characteristics.

From a managerial perspective, the study highlights the importance of moving beyond transactional marketing. Brands seeking to build long-term relationships with Generation Z should focus on **authenticity, trust, emotional storytelling, meaningful experiences, consumer participation and alignment with consumer identity and values**. Ultimately, the study can provide Indian marketers and brand managers with practical guidance for developing strategies that convert emotional connections into stronger and more sustainable customer loyalty. However, the conclusions must be interpreted in light of the sample size of 100 respondents, the sampling method, self-reported data and potential differences between industries.

References

- [1] Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22. <https://doi.org/10.1177/002224299305700101>
- [2] Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(4), 343–373. <https://doi.org/10.1086/209515>
- [3] Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- [4] Muñiz, A. M., Jr., & O'Guinn, T. C. (2001). Brand community. *Journal of Consumer Research*, 27(4), 412–432. <https://doi.org/10.1086/319618>
- [5] Fullerton, G. (2005). The impact of brand commitment on loyalty to retail service brands. *Canadian Journal of Administrative Sciences*, 22(2), 97–110. <https://doi.org/10.1111/j.1936-4490.2005.tb00712.x>
- [6] Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, 17, 79–89. <https://doi.org/10.1007/s11002-006-4219-2>
- [7] Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: What is it? How is it measured? Does it affect loyalty? *Journal of Marketing*, 73(3), 52–68. <https://doi.org/10.1509/jmkg.73.3.052> Sung, Y., & Campbell, W. K. (2009). Brand commitment in consumer–brand relationships: An investment model approach. *Journal of Brand Management*, 17, 97–113. <https://doi.org/10.1057/palgrave.bm.2550119>

- [8] Shukla, P. (2009). Impact of contextual factors, brand loyalty and brand switching on purchase decisions. *Journal of Consumer Marketing*, 26(5), 348–357. <https://doi.org/10.1108/07363760910976600>
- [9] Sung, Y., & Campbell, W. K. (2009). Brand commitment in consumer–brand relationships: An investment model approach. *Journal of Brand Management*, 17, 97–113. <https://doi.org/10.1057/palgrave.bm.2550119>
- [10] Park, C. W., MacInnis, D. J., Priester, J., Eisingerich, A. B., & Iacobucci, D. (2010). Brand attachment and brand attitude strength: Conceptual and empirical differentiation of two critical brand equity drivers. *Journal of Marketing*, 74(6), 1–17. <https://doi.org/10.1509/jmkg.74.6.1>
- [11] Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement: Exploring customer relationships beyond purchase. *Journal of Marketing Theory and Practice*, 20(2), 127–145. <https://doi.org/10.2753/MTP1069-6679200201>
- [12] Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105–114. <https://doi.org/10.1016/j.jbusres.2011.07.029>
- [13] Hollebeek, L. D. (2013). The customer engagement/value interface: An exploratory investigation. *Australasian Marketing Journal*, 21(1), 17–24. <https://doi.org/10.1016/j.ausmj.2012.08.006>
- [14] Morhart, F., Malär, L., Guèvremont, A., Girardin, F., & Grohmann, B. (2015). Brand authenticity: An integrative framework and measurement scale. *Journal of Consumer Psychology*, 25(2), 200–218. <https://doi.org/10.1016/j.jcps.2014.11.006>
- [15] Hung, H.-Y., & Lu, H.-T. (2018). The rosy side and the blue side of emotional brand attachment. *Journal of Consumer Behaviour*, 17(3), 302–312. <https://doi.org/10.1002/cb.1712>
- [16] Siddiqui, M. H., & Sharma, T. G. (2022). Investigating smartphone brand loyalty for Millennials and Gen Z: A customer value perspective. *International Journal of Technology and Human Interaction*, 18(1), 1–19. <https://doi.org/10.4018/IJTHI.302664>
- [17] Hollebeek, L. D., Sarstedt, M., Menidjel, C., Sprott, D. E., & Urbonavicius, S. (2023). Hallmarks and potential pitfalls of customer- and consumer-engagement scales: A systematic review. *Psychology & Marketing*, 40, 1074–1088. <https://doi.org/10.1002/mar.21797>
- [18] Pradhan, D., Kuanr, A., Pahi, S. A., & Akram, M. S. (2023). Influencer marketing: When and why Gen Z consumers avoid influencers and endorsed brands. *Psychology & Marketing*, 40, 27–47. <https://doi.org/10.1002/mar.21749>
- [19] Wong, A. (2023). Understanding consumer brand love, brand commitment, and brand loyalty. *Journal of Relationship Marketing*, 22(2), 87–114. <https://doi.org/10.1080/15332667.2023.2173937>
- [20] McKee, K. M., Dahl, A. J., & Peltier, J. W. (2024). Gen Z's personalization paradoxes: A privacy calculus examination of digital personalization and brand behaviors. *Journal of Consumer Behaviour*, 23(2), 405–422. <https://doi.org/10.1002/cb.2199>
- [21] Chhabra, S., Singh, A., & Maddela, D. (2026). Brand, causes, and the credibility gap: Gen Z purchase intentions in emerging markets. *Journal of Asia Business Studies*, 20(1), 136–156. <https://doi.org/10.1108/JABS-05-2025-0302>
- [22] Fauzia, F. N., Misbak, & Maulany, S. (2026). The role of brand love and perceived value in building Generation Z brand loyalty: Evidence from Saisons Space Cirebon. *Management Analysis Journal*, 15(1), 90–96. <https://doi.org/10.15294/maj.v15i1.45545>
- [23] Fisher, N. S., & Yoon, D. (2026). “Brands find me”—Generations X, Y, and Z and their brand engagement practices, motivations, and value cocreation perceptions on Instagram.

-
- Frontiers in Communication, 11, Article 1853345.
<https://doi.org/10.3389/fcomm.2026.1853345>
- [24] Maulina, E. (2026). The impact of social media engagement on brand love and brand loyalty among Generation Z in Indonesia. *The Eastasouth Management and Business*, 4(2), 421–432. <https://doi.org/10.58812/esmb.v4i02.899>
- [25] Solanki, P. R. (2026). Impact of mindful marketing on consumer trust and brand loyalty in Mumbai City among Gen Z. *Shanlax International Journal of Arts, Science and Humanities*, 13(2), 61–66. <https://doi.org/10.34293/sijash.v13iS2-i4-Jan.10582>

How to Cite: Hamdulay N. A., Shaikh S. M. H., (2026). An Investigation Study of the Impact of Generation Z Customers' Emotional Engagement on Brand Loyalty. *International Journal of Education, Society and Policy*, 1(3), 1–23. <https://ijesp.org/index.php/ijesp/article/view/28>