

The Role of Brand Authenticity and Brand Oldness Association for Brand Love and the Impact on Relation Quality and Brand Consciousness

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Abstract

Purpose : This research analyzed brand love regarding authenticity and oldness association. It also explained the role of brand love in relationship quality and brand consciousness as a form of consumer behavior that remained loyal to the brand.

Methodology : The research design was descriptive and quantitative, using surveys for data collection. Data analysis used a structural equation modeling approach via the PLS statistical tool. The respondents who completed the questionnaire selected the global classical brands in Indonesia that had survived amid the influence of global brands.

Findings : This study significantly influenced branding, consumer psychology, and relationship marketing. It examined the relationship between brand authenticity and brand oldness association as predictors of brand love and the impact of brand love on brand consciousness and brand oldness association. Brand consciousness was a component of consumer psychology, whereas relationship quality was a component of relationship marketing.

Practical Implications : Establishing a two-way communication channel facilitated the cultivation of an atmosphere of genuineness and enabled consumers to perceive brand authenticity.

Originality/Value : The research model incorporated the concepts of brand authenticity and oldness, which explained the formation of brand love, especially for product brands that survived for a certain period. The impact of brand love on relationship quality and brand consciousness was also researched.

Keywords : brand love, brand authenticity, brand oldness association, brand consciousness

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Global fashion brands dominate the development of fashion in the world (Pasricha et al., 2020). This also happens in Indonesia. Global brands are considered credible, so they are an option for consumers to purchase (Bhattacharjee et al., 2023; Srivastava et al., 2020; Zarantonello et al., 2020). Meanwhile, counterfeit global brands also exist and become the alternative choice (Nikita & Devakumar, 2022). The dominance of global fashion brands is considered relevant because global brands have congruity with local

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consumers. Consequently, it will cause local consumers to love global brands. Meanwhile, global brands strive for conformity with local brands (Wu et al., 2025).

This research needs to strengthen local brands, considering that local businesses with good potential in the future can still survive and become a domestic advantage. This research analyzes the development of local brands that have classic elements. This local brand has been developed over a long period, but its existence is still in demand by consumers even abroad. The local brands are Erigo, Lea Jeans, Compass, Matoa, Bodypack, Hammer, Batik Fractal, Buttons carve, and Executive. These brands have become iconic Indonesian brands and are marketed in several countries in ASEAN (Best Present Guide, 2023). These brands are still the choice for consumers even though they compete with other global brands (Dzulfaroh & Hardiyanto, 2023). This is also unique amid many global brands managed by companies; for example, Mitra Adiperkasa manages several global fashion brands that are easily found in malls in Indonesia (Timorria, 2023). The local brand industry in Indonesia has shown a significant growth trend in recent years, with more and more consumers turning to local products over international brands.

According to recent research by Hypefast (Vistika, 2024), more than 70% of consumers actively seek local products when shopping, and 90% have purchased local products in the past three months. In addition, local fashion products are becoming a focus in fashion exhibitions to capture opportunities from marketers. Local brands remain the preferred choice for consumers due to the customer-brand relationship, which shows brand love for local products. Although several global brands dominate retail in Indonesia, local product brands remain the choice. This is caused by consumers' brand love (Mayasari et al., 2023). This research strengthens brand love for local brands due to good customer-brand relationships. A good consumer-brand relationship will lead to further emotional connections (Fournier, 1998). Consumers who have brand love will show consumer preferences and willingness to continue using the brand.

Several studies have also analyzed the role of local brand strength, which is currently the choice of consumers in Indonesia. Other research also explains that local brands are unique; consumers enjoy using local products and authentic elements, and local products also represent local culture (He & Wang, 2017). Asian consumers tend to start liking domestic brands, even though global culture dominates (Samiee, 2019). Culture still influences consumers to buy fashion products (Sen & Nayak, 2021). Existing studies regarding brand love for fashion brands have been analyzed by paying attention to psychological and branding aspects (Goswami & Balasubramanian, 2022; Le, 2021; Rahman et al., 2021; Shetty & Fitzsimmons, 2022). However, previous research has not focused on classic local brands. Apart from that, an analysis of the determining factors of brand love, namely brand authenticity and brand oldness association as drivers of brand love in classic local fashion brands, needs to be analyzed. Classic local brands are also considered to have national symbolism, credibility, and authenticity (Safeer et al., 2022; Srivastava et al., 2020). Classic local brands are considered to have authenticity so that they will reduce ambiguity and skepticism from consumers.

This study analyzed the influence of brand authenticity and brand oldness association on brand love. The impact of brand location on relationship quality and brand consciousness was also discussed. This adds to the explanation of the strength of brand love from the driver's psychological side. Brand oldness is related to the existence of a brand for a long time. Brand oldness is a brand that can maintain consumer relationships in the long term. The age of a brand can influence consumers' affective attitudes to continue choosing a brand. This research also analyzes brand consciousness and relationship quality as the outcome of brand love as a research gap. Brand love for local fashion brand products influences brand consciousness. Brand consciousness refers to decision-making that shows that individuals will consider brand choices as a psychological orientation of well-known brands and brand sensitivity (Kim & Yim, 2022). Relation quality, as an outcome of brand love, is also analyzed as the novelty of the outcome of brand love. This concept includes trust, satisfaction, and commitment (Itani et al., 2019).

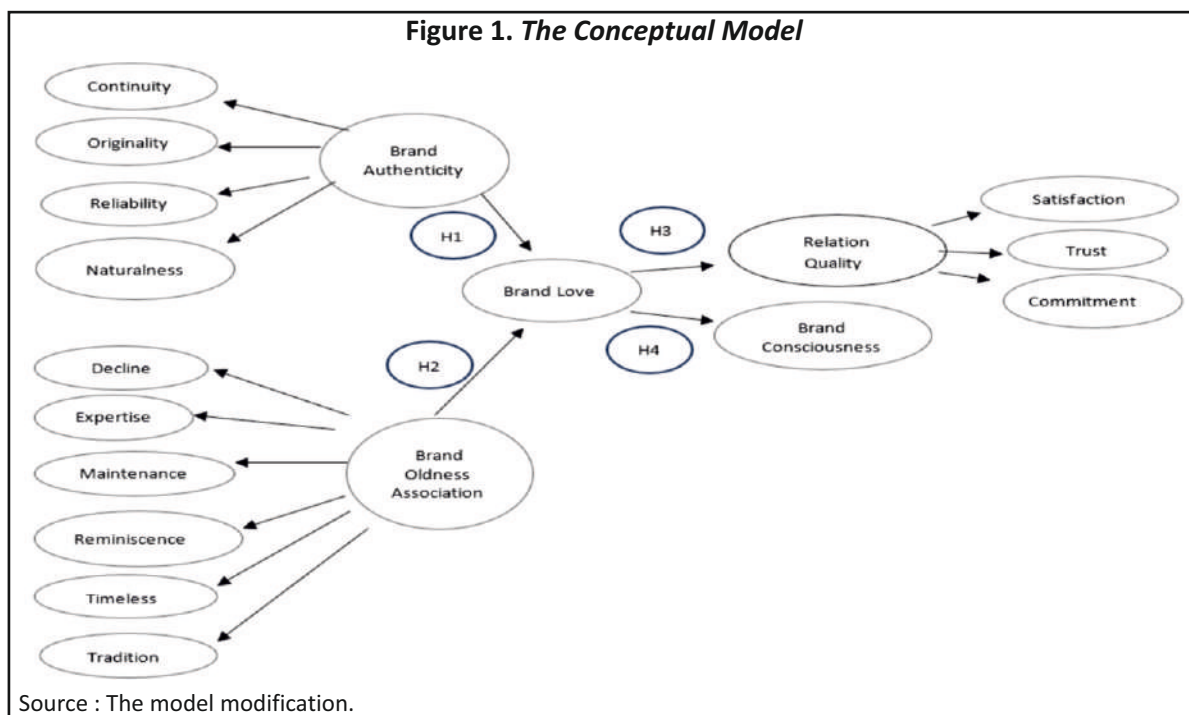
This study examines the relationship between brand authenticity and brand oldness association as predictors of brand love and the impact of brand love on brand consciousness and brand oldness association. Brand consciousness is a component of consumer psychology, whereas relationship quality is a component of relationship marketing (Japutra et al., 2023). This research offers valuable insights for local brand managers on effectively balancing authenticity and cultural preservation along with cultivating strong consumer relationships.

Literature Review and Hypotheses Development

The theory of consumer-brand relationships, also referred to as brand relationship theory, investigates the intricate and evolving ties that customers establish with brands during their interactions (Fournier, 1998). This theory also includes consumer-brand relationships and interactions' psychological, emotional, and behavioral dimensions. Brand authenticity and brand oldness are associated with the branding concept and are dimensions of consumer-brand relationships that can influence brand love as a side of consumer emotions. Brand consciousness and relationship quality, as outcomes of brand love, are part of the conceptual framework. The conceptual framework of this research includes two internal stimuli that influence the formation of brand love: brand authenticity (H1) and brand oldness association (H2), both of which have a positive impact on brand love. In turn, brand love positively influences brand consciousness (H3) and relationship quality (H4).

Brand Love

Roy et al. (2016) explained that the basis of brand love lies in attachment, which represents an emotional attachment between a person and an object. Humans are generally considered individuals who have an emotional attachment to something. Park et al. (2010) discussed that brand attachment positively impacts positive behavior related to brand ownership; for example, consumers will continue to choose a brand they love rather than a competing brand. Consumers develop interpersonal attachments to brands that strengthen their emotions toward



the brand, ultimately forming love. Moussa (2019) showed that brand love is analogous to brand attachment. Based on research on brand love, the relationship between brands and consumers concerns academics (Adhikari & Panda, 2020; Cambefort & Roux, 2019; Ramadan, 2019). Figure 1 illustrates the model.

Brand Authenticity

Brand authenticity refers to a brand that has an aspect of originality, which can inspire other brands in the same product category (Fritz et al., 2017). According to Bruhn et al. (2012), brand authenticity manifested in stability, consistency, uniqueness, reliability, and unaffectedness (naturalness). Napoli et al. (2014) found that brand authenticity is also formed by quality commitment, heritage, and sincerity.

Brand authenticity differentiates brands through sincerity, stability, endurance, consistency, credibility, originality, truthfulness, genuineness, and realness (Bruhn et al., 2012). It focuses more on subjective consumer evaluations based on interpretation, knowledge, interests, and personal taste (Napoli et al., 2014). Brand authenticity influences various outcomes, including brand attitude (Spiggle et al., 2018; Yang & Battocchio, 2021), quality expectations (Moulard et al., 2016), purchase intention (Fritz et al., 2017), and willingness to pay a premium price (Guèvremont & Grohmann, 2018).

Previous research has analyzed brand authenticity in different contexts. Mody and Hanks (2019) investigated the influence of hotel brand authenticity on brand love, showing that positive emotions generated by brand authenticity create brand love. In addition, brand authenticity of consumer products was perceived as meeting consumer needs (Safeer et al., 2021).

➤ **H1** : Brand authenticity influences brand love positively.

Brand Oldness Association

Brand oldness is defined as consumers' perception of the long existence of a brand and is considered a component of the brand heritage concept. Brand oldness association has several dimensions: decline, expertise, longevity, tradition, timeliness, and reminiscence (Huaman-Ramirez et al., 2021). The first dimension is decline, which shows a negative association. Oldness relates to something old, in a declining condition, and is associated with older adults. Another dimension is expertise, which includes positive associations rooted in a long-standing brand perceived as having technical competence developed and strengthened over time. Brand oldness association is also related to the maintenance dimension. This includes consumer perceptions of the brand and tends to keep the brand attractive. Another dimension is reminiscence, which shows past events in the consumers' lives. Timelessness is another dimension that shows the brand's ability to demonstrate stable competence over time, influencing stable brand performance. Tradition is another key dimension, reinforcing the brand's connection to something traditional and rooted in natural sources. Oldness is associated with traditions that are associated with something in the past.

This brand oldness association is also able to form good relationships with consumers in the long term. This is also a trajectory of the brand love concept. The development of brand love shows that as the intensity of a consumer's relationship with a brand continues over time, satisfied consumers develop not only rational preferences but also an emotional attachment, leading to a solid emotional connection with the brand (Batra et al., 2012). As the relationship continues and intensity increases, consumers' strong affection and attachment to a particular brand evolve into love (Ghorbanzadeh, 2021; Loureiro et al., 2017). This brand tends to be one that consumers have liked for a relatively long time. Brand oldness association influences brand love.

➤ **H2** : Brand oldness association influences brand love positively.

Relation Quality

Relation quality is also a large construct of two groups (Henning-Thurau et al., 2002). It comprises commitment, trust, and satisfaction (Roberts et al., 2003) as well as relationships, benefits, service quality, trust, responsibility, and satisfaction. Relation quality is based on the commitment-trust theory, with commitment and trust serving as key aspects of relationship marketing (Wisker, 2020). According to previous research, this research used relationship quality dimensions, namely trust, commitment, and satisfaction (Japutra et al., 2023; Wisker, 2020). First, trust is defined as an affection and interaction of several emotions and judgments that develop and change over time. The trust consists of both cognitive and affective components. Cognitive aspects include competence, satisfaction, communication, and integrity, while affective elements consist of shared values, benevolence, and co-creation (Franklin & Marshall, 2019). Second, satisfaction is an overall evaluation based on purchasing and consumption experiences (Garbarino & Johnson, 1999). Consumer satisfaction occurs when consumers have a good experience from previous purchases (Wisker, 2020).

Related to consumer-brand relationship theory, it analyzes how consumers' deep emotional attachment and affection for a brand can impact the quality of their relationship with that brand. Brand love represents a strong emotional attachment to a brand. When consumers love a brand, they often feel a deep connection, trust, and affection toward it. Brand love fosters confidence in the brand and they perceive their relationship with the brand as fulfilling, enjoyable, and rewarding. Brand love can significantly and positively influence the quality of the relationship between consumers and the brand. It enhances trust, loyalty, satisfaction, and emotional connection, creating a more meaningful and enduring brand-consumer relationship. Brands that successfully foster brand love tend to enjoy higher-quality relationships with their customers, which can lead to long-term success and brand advocacy.

🔗 **H3** : Brand love influences relationship quality.

Brand Consciousness

Brand consciousness is a form or style of consumer decision-making that explains the consumer's understanding of several good brands (Sprotles & Kendall, 1986). Consumers have an excellent memory for remembering brands that are the choice of many consumers. Brand consciousness informs consumers about something well-known and familiar, creating a low-risk perception. Companies use brand names to introduce awareness of products and attract consumers to become aware of the brand.

According to the consumer-brand relationship theory, brand love is an essential concept for brand managers and plays a strategic role in building long-term, sustainable consumer-brand relationships (Fournier, 1998; Vernuccio et al., 2015). Brand love can influence brand consciousness by fostering a deeper emotional connection, driving consumer engagement and leading to advocacy and loyalty. As consumers develop a strong affection for a brand, their awareness and consciousness of it tend to increase, resulting in a more prominent place for the brand in their lives and decision-making processes. The phenomenon of brand love frequently encompasses a profound emotional bond that exists between people and a particular brand. Individuals who develop a strong affinity for a brand tend to exhibit higher emotional engagement and attachment toward it. The establishment of an emotional bond between consumers and a brand has the potential to result in increased levels of brand recognition and consumer awareness. Brand love profoundly impacts brand consciousness by driving consumers to become more aware, engaged, and emotionally connected with the brand. This emotional attachment leads to more excellent brand recall, advocacy, loyalty, and a heightened awareness of the brand's presence and offerings in the consumer's life.

🔗 **H4** : Brand love influences brand consciousness.

Research Method

Procedure

This research is a descriptive quantitative research using a survey to collect data. Data was collected for seven weeks, from October 2023 to November 2023. The location of the study was in Jakarta and Yogyakarta. Purposive sampling was used to select individuals who used classic local fashion brands. In data collection, this research used trained research assistants to identify the potential respondents. They visited communities that preferred the local brand. By becoming followers on social media, trained research assistants contacted them to ask about their willingness to complete questionnaires. The sampling method was purposive with the criteria of respondents who bought local brand fashion in big cities such as Jakarta and Yogyakarta. The sampling framework included consumers who bought local brand fashion in Indonesia, with a total of 320 respondents. Based on the distribution of data related to the respondents' gender, the majority of respondents were 55% females and 45% males. The distribution of respondents based on place of residence shows that 91% of respondents lived outside Jabodetabek, and 9% of research respondents lived in Jabodetabek.

Variables and Measurement

The measurement of each variable used instruments developed in previous research. Each variable was measured using a 5-point Likert scale. Bruhn et al. (2012) developed brand authenticity using formative measurements of continuity, originality, reliability, and naturalness. Similarly, the brand oldness association also has a formative measurement developed by Huaman-Ramirez et al. (2021). These variables include decline, expertise, maintenance, reminiscence, timelessness, and tradition. Brand love is measured using indicators developed by Carroll and Ahuvia (2006). Brand consciousness, as an outcome of brand love, is measured using a tool developed by Sprotles and Kendall (1986). Relationship quality is also assessed using formative measurement, with three dimensions: satisfaction (Loureiro et al., 2014), trust (Munuera-Aleman et al., 2003), and commitment (Chang & Chieng, 2006).

Data Analysis and Results

Measuring Reliability and Validity

This research uses data analysis with partial least squares - structural equation modeling (PLS-SEM modeling). According to Hair et al. (2019), the PLS-SEM model is divided into two parts: the measurement model (outer model), which tests the validity and reliability of the measurements, and the structural model (inner model), which tests the paths between constructs. An indicator has an average variance extracted (AVE) value greater than 0.5, and the loading factor value is greater than 0.7. This research also uses a reliability test to ensure the instrument's consistency, precision, and confidence in measuring the proposed construct. If a construct has a reliability value of more than 0.7, the measuring construct has good instrument consistency.

Table 1 presents the empirical evidence supporting the validity of the measuring indicators used for the variables. Fifteen indicators associated with brand authenticity exhibited validity. Brand authenticity is measured through formative measurements that consist of four dimensions, while brand oldness association is measured through formative measurements with six dimensions. All indicators measuring brand oldness association were valid except for two. Additionally, all the indicators of brand love, brand consciousness, and relationship quality demonstrated validity.

Table 1. The Measurement of Validity and Reliability

Construct and Items	β	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Brand Authenticity (Bruhn et al., 2012)		0.894	0.911	0.508
Continuity (C1)				
C1	0.773			
C2	0.873			
C3	0.789			
C4	0.805			
Originality (OR)				
OR1	0.786			
OR2	0.792			
OR3	0.795			
OR4	0.846			
Reliability (Rel)				
Rel1	0.747			
Rel2	0.735			
Rel3	0.725			
Rel4	0.874			
Naturalness (Nat)				
Nat1	0.804			
Nat2	0.912			
Nat3	0.834			
Brand Oldness Association (Huaman-Ramirez et al., 2021)		0.858	0.880	0.401
Decline (Dec)				
Dec1	0.99			
Expertise (Exp)				
Exp1	0.809			
Exp2	0.878			
Exp3	0.849			
Maintenance (Maint)				
Maint1	0.851			
Maint2	0.853			
Maint3	0.868			
Reminiscence (Rem)				
Rem1	0.927			
Rem2	0.938			
Rem3	0.917			
Timeless (Tim)				

<i>Tim1</i>	0.862			
<i>Tim2</i>	0.893			
<i>Tim3</i>	0.870			
Tradition (Trad)				
<i>Trad1</i>	0.814			
<i>Trad2</i>	0.805			
<i>Trad3</i>	0.873			
Brand Love (BL)				
(Carroll & Ahuvia, 2006)		0.922	0.937	0.680
<i>BL1</i>	0.787			
<i>BL2</i>	0.832			
<i>BL3</i>	0.861			
<i>BL4</i>	0.798			
<i>BL5</i>	0.833			
<i>BL6</i>	0.842			
<i>BL7</i>	0.820			
<i>BL8</i>	0.856			
Brand Consciousness (BCons)				
(Sprotles & Kendall, 1986)		0.876	0.906	
<i>BCons1</i>	0.791			
<i>BCons2</i>	0.827			
<i>BCons3</i>	0.817			
<i>BCons4</i>	0.731			
<i>BCons5</i>	0.799			
<i>BCons6</i>	0.748			
Relation Quality (RQ)				
		0.908	0.924	0.548
Satisfaction				
(Loureiro et al., 2014)				
<i>RQ1</i>	0.775			
<i>RQ2</i>	0.905			
<i>RQ3</i>	0.841			
Trust (Munuera-Aleman et al., 2003)				
<i>Trust1</i>	0.875			
<i>Trust2</i>	0.900			
<i>Trust3</i>	0.877			
<i>Trust4</i>	0.811			
Commitment (Cmt)				
(Chang & Chieng, 2006)				
<i>Cmt1</i>	0.900			
<i>Cmt2</i>	0.889			
<i>Cmt3</i>	0.857			

Table 2. Discriminant Validity (Fornell–Larcker)

	Brand Authenticity	Brand Consciousness	Brand Love	Brand Oldness Association	Relation Quality
Brand Authenticity	0.639				
Brand Consciousness	0.561	0.786			
Brand Love	0.596	0.759	0.825		
Brand Oldness Association	0.601	0.598	0.583	0.548	
Relation Quality	0.623	0.738	0.643	0.640	0.740

Table 3. Heterotrait – Monotrait (HTMT) Ratio

	Brand Authenticity	Brand Consciousness	Brand Love	Brand Oldness Association	Relation Quality
Brand Authenticity					
Brand Consciousness	0.633				
Brand Love	0.658	0.836			
Brand Oldness Association	0.661	0.652	0.623		
Relation Quality	0.690	0.825	0.698	0.694	

Table 1 also presents a reliability assessment to evaluate the instrument's reliability and accuracy in assessing the construct. It is important to note that all structures possessing a Cronbach's alpha coefficient over 0.7 are crucial. Another test related to discriminant validity is shown by the Fornell–Larcker criterion and the Heterotrait–Monotrait (HTMT) ratio values in Tables 2 and 3. The results of the Fornell–Larcker criterion test show that each construct's AVE roots (bold values) are more significant than the correlation values with the other variables, except brand oldness association.

A statistical procedure known as a full collinearity test is frequently employed within academic research to assess the potential impact of common method variance (CMV) on the collected data (Kock, 2015) using variance inflation factor (VIF). All VIF values were observed to be lower than the predefined threshold of 5.

The research conducted in this study involved the testing and validating of conceptual hypotheses through statistical analysis. All assumptions presented in Table 4 of this research are found to be supported through the examination of the collected data. H1 is supported by brand authenticity affecting brand love ($\beta = 0.384$, $t = 5.547$, $p < 0.001$). H2 is supported, meaning brand old association affects brand love ($\beta = 0.352$, $t = 5.103$, $p < 0.001$). H3 is supported, meaning brand love influences relation quality ($\beta = 0.196$, $t = 2.568$, $p < 0.001$). H4 is supported, meaning brand love influences brand consciousness ($\beta = 0.759$, $t = 20.903$, $p < 0.001$).

Table 4. Results of Structural Equation Analysis

	β	t-Statistics (O/STDEV)
H1. Brand Authenticity → Brand Love (Supported)	0.384	5.547
H2. Brand Old Association → Brand love (Supported)	0.352	5.103
H3. Brand Love → Relation Quality (Supported)	0.196	2.568
H4. Brand Love → Brand Consciousness (Supported)	0.759	20.903

Discussion

The findings show that brand authenticity influences brand love. This study, using local brands, demonstrates that the experience of pleasant emotions resulting from the perception of brand authenticity has the potential to foster strong emotional attachment and affinity toward a brand, commonly referred to as brand love. Prior studies have examined the relationship between brand authenticity and brand love across various contexts. Furthermore, the perception of brand authenticity in consumer items aligns with fulfilling consumer needs (Safeer et al., 2021).

The study also found that brand oldness association influenced brand love. Brand oldness refers to the perception held by consumers regarding the extended duration of a brand's existence. The concept of brand oldness relationship encompasses various elements, as identified by Huaman-Ramirez et al. (2021), including decline, expertise, longevity, tradition, timeliness, and reminiscence.

A local brand's long-standing association can also cultivate enduring ties with consumers, representing the trajectory of the notion of brand love. According to Batra et al. (2012), the progression of brand love demonstrates that as a consumer's affiliation with a brand persists, contented consumers cultivate logical preferences and foster an emotional bond that results in a robust emotional association with the brand. Customers' emotional attachment to local brands is of significant intensity, giving them a strong sense of enthusiasm and perceiving the brand as irreplaceable. As the duration of the relationship progresses and the level of emotional engagement deepens, customers' profound fondness and emotional connection toward a particular local brand evolves into a sentiment akin to love. This aligns with the previous research (Ghorbanzadeh, 2021; Loureiro et al., 2017). The study found that brand love influences the relationship quality of local brands. Relationship quality refers to the comprehensive assessment of a relationship's robustness and ability to fulfill the goals and expectations of all those involved, drawing upon successful and unsuccessful experiences within a given activity. The present study employs relationship quality factors, including trust, commitment, and satisfaction, as identified in other research (Japutra et al., 2023; Wisker, 2020).

In consumer-brand relationship theory, when individuals develop a strong affinity for a brand, they frequently experience a profound emotional bond characterized by connection, trust, and fondness. The concept of brand love plays a crucial role in cultivating trust in local brands. Consumers with a strong affinity for a particular brand are more inclined to have a higher faith in the products, services, and commitments. Trust has a crucial role in determining the strength of a relationship. Consumers with a strong affinity for a particular brand tend to exhibit higher satisfaction with their overall brand experience. The individuals see their association with the brand as satisfying, pleasurable, and advantageous. The phenomenon of brand love of local brands has the potential to exert a substantial and favorable impact on the association between customers and local brands. It fosters trust, loyalty, contentment, and emotional attachment, cultivating a more profound and long-lasting brand-consumer relationship. Brands that effectively cultivate brand affection tend to establish more robust connections with their customers, resulting in sustained success and customer advocacy.

The final finding is the influence of brand love on brand consciousness. In consumer-brand relationship theory, brand love is highly relevant for brand managers as it assumes a strategic function in establishing enduring and durable consumer-brand connections (Fournier, 1998; Vernuccio et al., 2015). The phenomenon of brand love has the potential to impact brand consciousness by cultivating a more profound emotional bond, which in turn stimulates consumer involvement and ultimately results in advocacy and loyalty. As customers cultivate a deep emotional attachment to local brands, their level of familiarity and mindfulness toward them tends to escalate, leading to a heightened significance of the brand in their daily lives and cognitive processes related to selecting choices. Brand love often entails a deep emotional connection that individuals form with a specific brand. Individuals who cultivate a robust affinity for a brand are inclined to demonstrate heightened emotional engagement and attachment toward it. Developing a compelling connection between customers and a brand can

yield heightened brand recall and consumer consciousness. Consumers with a significant attachment to a brand frequently demonstrate proactive behavior by actively pursuing information regarding the company, closely following its updates, and displaying heightened awareness of its marketing initiatives.

The concept of brand love significantly influences brand consciousness, as it motivates customers to develop heightened levels of awareness, engagement, and emotional attachment toward the brand. Establishing an emotional connection between consumers and a brand results in enhanced brand recall, advocacy, loyalty, and an increased awareness of the brand's presence and product offerings in the consumer's life.

Implications

Theoretical Contribution

The study shows that the brand relationship theory can explain brand love. The idea of consumer-brand relationship, commonly known as brand relationship theory, explores the complex and dynamic connections that customers form with brands during their interactions (Fournier, 1998). This theory encompasses consumer-brand relationships and interactions' psychological, emotional, and behavioral components. The dimensions of brand authenticity and oldness association, integral to the branding concept, can impact brand love as a facet of consumer emotions within consumer-brand interactions. The conceptual framework encompasses brand consciousness and relation quality as effects of brand love. The conceptual framework of this study covers two internal cues that influence the development of brand love.

Managerial Implications

The concepts of brand love and brand authenticity are closely linked, and their influence can be reciprocal. Establishing brand love is predicated upon trust, with authenticity being intricately associated with transparency. When consumers develop a strong love for a brand, they trust its ability to fulfill its commitments. Classic local brands that exhibit openness, transparency, and honesty in their messages and actions enhance their perceived authenticity. This trust serves to strengthen the emotional attachment that consumers have toward the brand. Establishing a two-way communication channel facilitates cultivating an atmosphere of genuineness, enabling consumers to perceive that their voices are acknowledged and their worth is recognized.

Regarding the brand's old association, consumers may have a more favorable perception of an older brand due to its extended existence, historical significance, and the embodiment of established customs and practices. Although the longevity of a brand can have good implications, brands must undergo evolution and adaptation in response to shifting consumer preferences and market trends. For the company, brands that have effectively maneuvered through various historical periods and adjusted their strategies to meet changing client demands can augment their brand affinity by showcasing their ability to endure and remain pertinent. The companies can showcase their resilience and significance. Companies also leverage storytelling opportunities. Established brands frequently possess compelling narratives about their inception, development, and transformation.

Regarding relationship quality, the extent of brand love can substantially impact the connection between a brand and its customers. The companies can support word-of-mouth advocacy of local brands. Word-of-mouth advocacy serves the dual purpose of attracting new customers and fortifying the connection between the brand and its current customers, thereby augmenting the quality of the relationship. Related to the brand consciousness of classic local brands, cultivating brand consciousness entails establishing recognition and a robust, favorable impression of a brand within its intended consumer base. The successful execution of this procedure necessitates implementing a methodical approach that effectively incorporates many marketing and branding components.

Regarding public policy, the government can implement a national campaign encouraging people to buy and use local products. The aim is to increase awareness and pride in domestic products and encourage the growth of local industries. This campaign involves various promotional activities, exhibitions, and education about local products. A policy that requires government agencies to use domestic products to procure goods and services. The aim is to create a larger market for local products and encourage domestic industries to continue to innovate.

Limitations of the Study and Scope for Further Research

This research analyzes brand love for local brands that have survived over 15 years. These brands are part of strengthening local branding in Indonesia. The factors influencing brand love in these local brands are brand authenticity and brand old association. This research also analyzes the impact of brand love on brand consciousness and relationship quality. In future research, researchers can use global brands that are already established. Researchers can explain the factors that influence the brand's existence over a long period, such as brand longevity, xenocentrism, and brand resilience. Future research related to brand love for local brands will also analyze the role of local artists who can become role models to strengthen their love for local brands. Future research also analyses the role of local wisdom in influencing consumer preferences. The external aspect of government incentives to encourage acceptance of local products could be further analyzed.

Authors' Contribution

Dr. Iin Mayasari did the conceptualization of the idea, data acquisition, formal analysis, and methodology. Dr. Wong Che Hoo handled the investigation, project administration, resources, and funding acquisition. Dr. Azlin Zanariah Bahtar handled data using software and did validation and visualization.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial or non-financial interest in the subject matter or materials discussed in this manuscript.

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Appendix. List of Questionnaire Items

Construct	Cronbach's Alpha	Items	CFA Loading	Sources
Brand Authenticity	0.894			(Bruhn et al., 2012)
Continuity		I think the brand is consistent over time. (C1)	0.773	
		I think the brand stays true to itself. (C2)	0.873	
		The brand offers continuity. (C3)	0.789	
		The brand has a clear concept that it pursues. (C4)	0.805	
Originality		The brand is different from all other brands. (OR1)	0.786	
		The brand stands out from other brands. (OR2)	0.792	
		I think the brand is unique. (OR3)	0.795	
		The brand clearly distinguishes itself from other brands. (OR4)	0.846	
Reliability		My experience with the brand has shown me that it keeps its promises. (Rel1)	0.747	
		The brand delivers what it promises. (Rel2)	0.735	
		The brand's promises are credible. (Rel3)	0.725	
		The brand makes reliable promises. (Rel4)	0.874	
Naturalness		The brand does not seem artificial. (Nat1)	0.804	
		The brand makes a genuine impression. (Nat2)	0.912	
		The brand gives the impression of being natural. (Nat3)	0.834	
Brand Oldness Association	0.858			(Huaman-Ramirez et al., 2021)
Decline		This brand is struggling to catch up. (Dec1)	0.99	
Expertise		This brand has accumulated expertise. (Exp1)	0.809	
		This brand has acquired know-how. (Exp2)	0.878	
		This brand can make good products. (Exp3)	0.849	
Maintenance		This brand has renewed itself to last. (Main1)	0.851	
		This brand has adapted over time. (Main2)	0.853	
		This brand often updates itself. (Main3)	0.868	
Reminiscence		This brand reminds me of my childhood. (Rem1)	0.927	
		This brand evokes my past. (Rem2)	0.938	
		This brand reminds me of specific moments in my life. (Rem3)	0.917	
Timeless		This brand is eternal. (Tim1)	0.862	
		This brand is immortal. (Tim2)	0.893	
		This brand is timeless. (Tim3)	0.870	
Tradition		This brand is traditional. (Trad1)	0.814	
		This brand is artisanal. (Trad2)	0.805	
		This brand is conservative. (Trad3)	0.873	
Brand Love	0.922	This is a beautiful brand. (BL1)	0.787	(Carroll & Ahuvia, 2006)
		This brand makes me feel good. (BL2)	0.832	
		This brand is incredible. (BL3)	0.861	
		I have a neutral feeling about the brand. (BL4)	0.798	

		This brand makes me happy. (BL5)	0.833	
		I love this brand. (BL6)	0.842	
		I am passionate about this brand. (BL7)	0.820	
		I am very attached to this brand. (BL8)	0.856	
Brand	0.876	I pay attention to the brand names of the	0.791	(Sprotles &
Consciousness		luxury fashion apparel I buy. (BCons1)		Kendall, 1986)
		Brand names tell me something about the quality of	0.827	
		luxury fashion apparel. (BCons2)		
		Brand names tell me something about how "cool" an	0.817	
		item of luxury fashion apparel is. (BCons3)		
		Sometimes, I am willing to pay more for luxury fashion	0.731	
		apparel because of its brand name. (BCons4)		
		Branded luxury fashion apparel that costs a lot of	0.799	
		money is good quality. (BCons5)		
		I pay attention to the brand names of most luxury	0.748	
		fashion apparel I buy. (BCons6)		
Relation Quality	0.908			(Loureiro
				et al., 2014)
Satisfaction		Overall, this brand satisfies my needs. (Sas1)	0.775	
		It is one of the best brands compared with others. (Sas2)	0.905	
		Overall, this brand delivers excellent products. (Sas3)	0.841	
Trust		With this brand, I obtain what I look for in a	0.875	
		fashion product. (Trust1)		
		This brand is always at my consumption expectation level. (Trust2)	0.900	(Munuera-Aleman
		This brand gives me confidence and certainty in	0.877	et al., 2003)
		product consumption. (Trust3)		
		This brand never disappoints me. (Trust4)	0.811	
Commitment		I will stay with this brand through good times or bad. (Cmt1)	0.900	(Chang &
		I have much faith in my future with this brand. (Cmt2)	0.889	Chieng, 2006)
		I feel very loyal to this fashion brand. (Cmt3)	0.857	

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