

Stimulating Brand Love through Perceived Price and Quality: A Generational Study in Indonesian Fashion E-Commerce

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Abstract

This study explores the influence of perceived product quality and price on consumer ethnocentrism, brand attitude, and brand love among urban female consumers of local fashion brands in Indonesia. The Stimulus–Organism–Response (SOR) framework was employed to analyze data from 400 respondents using partial least squares structural equation modeling (PLS-SEM) and multi-group analysis to assess generational differences. The findings of the study indicate that perceived price exerts a substantial influence on consumer ethnocentrism and brand attitude, particularly among Generation Z. The influence of perceived product quality on ethnocentrism has been observed to vary across both age cohorts, with the impact being more pronounced among Generation Z. The relationship between consumer ethnocentrism, brand attitude, and brand love has been demonstrated to be significant, with consumer ethnocentrism and brand attitude exhibiting a strong predictive capacity for brand affection. These results underscore the significance of cognitive stimuli in shaping emotional brand responses and underscore the necessity for generation-targeted strategies in local brand marketing.

Keywords: Stimulus–Organism–Response framework, brand love, Consumer ethnocentrism, Multi-group analysis, Generation Y and Z

Introduction

The post-pandemic resurgence of consumption nationalism has led to a heightened preference for locally produced goods in emerging markets, which are often regarded as symbols of identity and solidarity (Verma & Naveen, 2021; Arya & Chauhan, 2024). In Indonesia's fashion sector, this transition is particularly evident among Generation Y and Z,

who increasingly associate local brands with authenticity, cultural pride, and national values (Kinawy, 2025; Casalegno et al., 2022). Despite this growth, foreign fashion brands continue to dominate due to their perceived superiority in quality and prestige (Akaka & Alden, 2010; Perry et al., 2024), creating a paradox between emotional loyalty and aspirational appeal.

In order to cultivate enduring brand loyalty, it is essential for local brands to foster emotional connections, particularly through brand love. As defined by Batra et al. (2012) and Carroll & Ahuvia (2006), brand love is a profound sense of affection and attachment to a brand. In Indonesia, this attachment is shaped by perceived quality and price (Zeithaml, 1988; Yasa et al., 2022), along with government-driven campaigns that emphasize national pride and cultural value (Salehudin, 2016; Cameron & Elliott, 1998; Darku & Akpan, 2020). These external stimuli have been demonstrated to influence significant consumer responses, including brand attitude and consumer ethnocentrism (Mitchell & Olson, 1981; Shimp & Sharma, 1987; Aguilar-Rodríguez, et al., 2025). These responses are critical in driving emotional engagement (Mitchell & Olson, 1981; Shimp & Sharma, 1987).

However, there is a lacking of research that integrates these cognitive and ideological dimensions to explain brand love in the local fashion context (Rasyid et al., 2024; Elida et al., 2024). Even fewer studies examine generational differences, despite the clear distinctions in value orientation between Generation Y and Z (Kusumadewi & Ramadhan, 2024; Canal-Simón et al., 2024).

Addressing these gaps, this study employs the Stimulus–Organism–Response (SOR) framework to examine how perceived product quality and price influence consumer ethnocentrism, brand attitude, and brand love, without assuming indirect or mediating relationships. Utilizing PLS-SEM and Multi-Group Analysis on a sample of 400 urban female consumers, this study makes a significant contribution to the SOR literature by underscoring generational differences in the manner in which cognitive and ideological factors influence emotional brand outcomes.

Literature Review

In e-commerce research, brand loyalty has been a key concept for evaluating consumer retention. It is usually measured by purchase frequency and consistent behavior (Sang & Cuong, 2024). However, as emotional engagement in digital environments increases, brand love has emerged as a critical construct encompassing affection, identity congruence, and long-term attachment (Carroll & Ahuvia, 2006; Batra et al., 2012). A growing body of literature suggests that brand love is the emotional foundation of loyalty rather than merely a consequence of it (Hegner et al., 2017). Earlier studies on e-commerce loyalty emphasized transactional satisfaction and customer retention (Nuralam et al., 2024), whereas more recent research has examined relational drivers, such as trust and personalization (Na et al., 2023). Today, scholars emphasize brand love as a key factor in building enduring consumer–brand relationships in digital settings (Quezado et al., 2022; Magano et al., 2024), marking a shift from behavioral loyalty to emotionally grounded attachment.

Perceived Product Quality as a Stimulus

Perceived product quality is defined as consumers' subjective evaluation of a product's overall excellence (Zeithaml, 1988). For Generations Y and Z, quality is not only

functional but also symbolic of identity and lifestyle (Heriyati et al., 2024). In accordance with Mitchell & Olson's (1981) attitude model, favorable assessments of attributes—such as aesthetics, durability, and symbolic meaning—foster positive brand attitudes (Aakko & Niinimäki, 2022). The concept of quality has been demonstrated to reinforce consumer ethnocentrism by validating national pride when local brands meet expectations (Shimp & Sharma, 1987; Yadav & Kishor, 2024; Čvirik, 2023). As Bartosik-Purgat et al. (2023) have noted, ethnocentric intent is realized through action only when quality standards are met. Consequently, perceived quality functions as a dual stimulus, exerting influence on both brand attitude and ethnocentrism within the SOR framework.

H1: Perceived product quality influences consumers' attitudes toward local fashion brands in Generation Y and Generation Z.

H2: Perceived product quality influences consumers' consumer ethnocentrism toward local fashion brands in Generation Y and Generation Z.

Perceived Price as a Stimulus

Perceived price is defined as consumers' evaluation of fairness relative to product quality and market alternatives (Zeithaml, 1988). In the context of the SOR framework (Mehrabian & Russell, 1974), price functions as an external stimulus, exerting influence on brand-related cognition and emotion. Fair pricing has been demonstrated to enhance brand attitude by reinforcing value perceptions, particularly among Generation Y and Z consumers (Mitchell & Olson, 1981; Yasa et al., 2022; Canal-Simón et al., 2024). Furthermore, it has been demonstrated to cultivate emotional trust and forge a connection between the consumer and the brand (Winit et al., 2014). Furthermore, fair and competitive pricing has been demonstrated to strengthen consumer ethnocentrism by affirming loyalty to local products (Shimp & Sharma, 1987; Yadav & Kishor, 2024; Čvirik, 2023). Consequently, perceived price is situated as a pivotal marketing catalyst, exerting its influence on both brand attitude and ethnocentric preference within the ambit of the local fashion industry. Therefore, the following hypothesis is proposed:

H3: Perceived price positively influences consumers' attitudes toward local fashion brands in Generation Y and Generation Z

H4: Perceived price positively influences consumer ethnocentrism toward local fashion brands in Generation Y and Generation Z

Attitude Toward Brand as Organism

Attitude toward brand (ATB) is defined as the consumer's comprehensive evaluation, influenced by cognitive beliefs and affective responses (Mitchell & Olson, 1981). Within the SOR framework, it functions as an internal organismic state that mediates the influence of stimuli (e.g., price, quality, campaigns) on emotional outcomes such as brand love (Batra et al., 2012; Quezado et al., 2022). Empirical studies have confirmed the efficacy of ATB as a strong predictor of brand love, particularly in emotionally expressive sectors such as fashion (Hegner et al., 2017; Magano et al., 2024). The alignment of emotional branding with personal values serves to fortify this connection (Kim & Sullivan, 2019). A study of brand attitudes among Indonesian Generation Y and Z reveals significant differences in generational orientations. Generation Y demonstrates a tendency towards functional and rational decision-making, while Generation Z exhibits a propensity towards emotional and value-driven reasoning (Heriyati et al., 2024; Canal-Simón et al., 2024). Consequently, brand attitude functions as a pivotal mediating factor in the transformation of marketing stimuli into

emotional brand attachment across generational cohorts. Therefore, the following hypothesis is proposed:

H5: Attitude toward local fashion brands positively influences brand love in Generation Y and Generation Z.

Consumer Ethnocentrism as Organism

Consumer ethnocentrism (CETH) is defined as the belief that the purchase of domestic products is morally right and economically beneficial, while the purchase of foreign goods may harm the local economy (Shimp & Sharma, 1987). Within the SOR framework, CETH is shaped by external stimuli, including perceived price fairness, product quality, and national campaigns. Consequently, CETH exerts a significant influence on emotional outcomes, such as brand love. Ethnocentric consumers have been shown to develop emotional attachment when local brands reflect their cultural identity and shared values (Bartosik-Purgat et al., 2023). This dynamic is particularly evident in the fashion industry, where local products are often associated with national pride and social responsibility (Siamagka & Balabanis, 2015; Gonzalez-Fuentes, 2019). Among Indonesian Gen Y and Z, CETH aligns with value-driven consumption focused on authenticity and national contribution (Heriyati et al., 2024; Canal-Simón et al., 2024). Research has also demonstrated the efficacy of CETH in fostering brand affection and loyalty, even in the context of global competition (Čvirik, 2023; Sabina del Castillo et al., 2024). Therefore, the following hypothesis is proposed:

H6: Consumer ethnocentrism positively influences brand love toward local fashion brands in Generation Y and Generation Z.

Brand love as Response

Brand love refers to a deep emotional attachment to a brand, marked by passion, commitment, and lasting loyalty (Batra et al., 2012). In the SOR framework, it represents the ultimate emotional response, shaped by cognitive and ideological influences such as brand attitude and consumer ethnocentrism. A strong brand attitude enhances emotional bonds when perceptions of price and quality align with personal values (Mitchell & Olson, 1981; Quezado et al., 2022). Ethnocentric consumers, who view local brands as symbols of national identity, are more inclined to develop brand affection (Shimp & Sharma, 1987; Sabina del Castillo et al., 2024). Among Indonesian Gen Y and Z, this bond is reinforced by their preference for culturally meaningful and socially conscious brands.

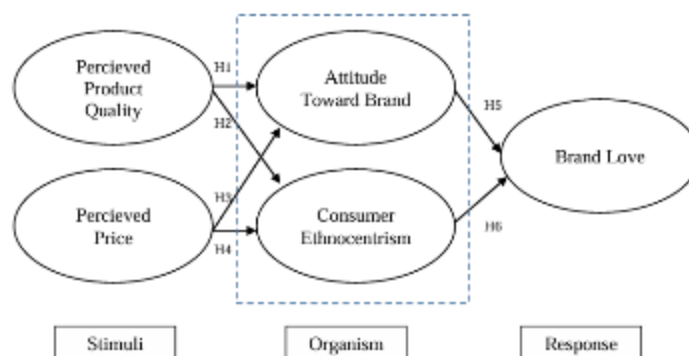


Figure 1. The Proposed Conceptual Framework

Research Methodology

A quantitative survey was conducted using purposive sampling on 400 urban female consumers from Generation Y (28–43 years) and Generation Z (17–28 years) in Indonesia. The selection of these groups was based on their demonstrated digital fluency, value-driven consumption patterns, and robust engagement with local fashion brands. The data were collected online via Google Forms from March to May of 2025 through fashion communities, social media, and university networks. Participation in the study was voluntary and anonymous. The measurement of all constructs was executed through the utilization of five-point Likert scales, which were adapted from prior studies. These scales encompassed constructs such as perceived quality and perceived price (Zeithaml, 1988), consumer ethnocentrism (Shimp & Sharma, 1987), brand attitude (Mitchell & Olson, 1981), and brand love (Batra et al., 2012). The measurement model demonstrated satisfactory reliability and validity across all constructs.

Results and Discussions

Table 1

Respondents Demographics

Demographics	Category	N	%
Generation	Generation Z (17–26 years)	200	50.0 %
	Generation Y (27–43 years)	200	50.0 %
Gender	Female	400	100.0 %
Age (years)	17–20	78	19.5 %
	21–26	122	30.5 %
	27–35	129	32.3 %
	36–43	71	17.7 %
Occupation	Student	180	45.0 %
	Private employee	132	33.0 %
	Freelancer / Entrepreneur	56	14.0 %
	Other (internship/unemployed)	32	8.0 %
Education Level	Senior high school graduate	78	19.5 %
	Diploma	66	16.5 %
	Bachelor degree	198	49.5 %
	Postgraduate degree	58	14.5 %

Table 1 shows that the sample comprised 400 female respondents, evenly split between Generation Z and Generation Y. Most participants were aged 21–35, with the largest groups being students (45%) and private employees (33%). In terms of education, nearly half held a bachelor's degree (49.5%), indicating a well-educated and digitally active demographic suited to studies on fashion consumption.

Outer Model*Loading Factor and AVE*

Table 2

Generation Z

Variable	Loading Factor	CA	CR	AVE
Percieved Product Quality	0,793	0,869	0,901	0,603
	0,817			
	0,820			
Percieved Price	0,805	0,832	0,882	0,601
	0,800			
	0,750			
Attitude Toward Brand	0,799	0,883	0,912	0,635
	0,842			
	0,819			
	0,714			
	0,866			
Consumer Ethnocentrism	0,791	0,864	0,899	0,567
	0,815			
	0,840			
	0,855			
Brand Love	0,707	0,854	0,892	0,582
	0,770			
	0,781			
	0,843			

Table 3

Generation Y

Variable	Loading Factor	CA	CR	AVE
Percieved Product Quality	0,801	0,869	0,901	0,603
	0,734			
	0,815			
Percieved Price	0,703	0,780	0,851	0,538
	0,772			
	0,825			
Attitude Toward Brand	0,710	0,840	0,883	0,557
	0,765			
	0,777			
	0,857			
	0,718			
Consumer Ethnocentrism	0,703	0,839	0,879	0,513
	0,789			
	0,801			
	0,792			
Brand Love	0,773	0,869	0,902	0,604
	0,766			
	0,817			
	0,732			

Tables 2 and 3 provide empirical evidence that substantiates the hypothesized construct reliability and convergent validity for both Generation Z and Generation Y. For Gen Z, the CR values range from 0.832 to 0.912, and the AVE values exceed 0.50, indicating strong consistency and validity. For Generation Y, CR values range from 0.851 to 0.915, with all AVE values above 0.50 and item loadings exceeding 0.70, thereby confirming the robustness of both measurement models.

Discriminant Validity (Fornell-Larcker Criterion)

Table 4

Gen Z

	ATB	BL	CE	PP	PPQ
ATB	0,797				
BL	0,439	0,763			
CE	0,543	0,573	0,753		
PP	0,384	0,435	0,864	0,776	
PPQ	0,471	0,470	0,626	0,590	0,776

Table 5

Gen Y

	ATB	BL	CE	PP	PPQ
ATB	0,747				
BL	0,675	0,777			
CE	0,626	0,624	0,716		
PP	0,568	0,640	0,557	0,733	
PPQ	0,200	0,192	0,235	0,182	0,776

Tables 4 and 5 confirm discriminant validity for both Generation Z and Y using the Fornell–Larcker criterion. In both tables, the square roots of AVE (bolded diagonals) are greater than the inter-construct correlations, indicating that each construct is empirically distinct. This finding lends support to the adequacy of the measurement model across both generational groups.

R – Square

Table 6

R – Square

Variable	R-Square	
	Gen Z	Gen Y
Attitude toward brand	0,359	0,463
Brand love	0,351	0,522
Consumer ethnocentrism	0,768	0,329

The findings show that consumer ethnocentrism has a strong impact on Generation Z, with an R^2 value of 0.768, explaining 77% of the model's variance. In contrast, Generation Y shows a weaker response, with an R^2 of 0.329. Meanwhile, attitudes toward brands and brand love have a greater influence on Generation Y ($R^2 = 0.463$ and 0.522) than on Generation Z ($R^2 = 0.359$ and 0.351). This indicates that Generation Y is more influenced by brand evaluations, while Generation Z is guided by ethnocentric values.

Path Coefisien

Table 7

Hypotheses Test Result

Hypotese s	Original sample (gen Y)	Original sample (gen Z)	t-Value (Gen Y)	t-Value (Gen Z)	p-Value (Gen Y)	p-Value (Gen Z)
ATB -> BL	0,468	0,181	9,134	3,127	0,000	0,002
CE -> ATB	0,440	0,719	9,672	11,414	0,000	0,000
CE -> BL	0,331	0,474	6,658	9,230	0,000	0,000
PP -> ATB	0,316	-0,383	6,944	5,941	0,000	0,000
PP -> CE	0,532	0,759	11,364	21,516	0,000	0,000
PPQ -> ATB	0,039	0,246	1,274	4,458	0,203	0,000
PPQ -> CE	0,138	0,179	3,651	5,366	0,000	0,000

The findings indicate that perceived price significantly influences consumer experience (CE) and attitude toward brand (ATB) for both groups, with stronger effects in Generation Z ($t = 21.516$ for CE; $t = 5.941$ for ATB) than in Generation Y ($t = 11.364$ for CE; $t = 6.944$ for ATB). Perceived product quality also significantly affects CE for both generations, with t-values of 3.651 for Generation Y and 5.366 for Generation Z; however, only Generation Z shows a significant impact on ATB ($t = 4.458$). CE significantly predicts ATB (Gen Y: $t = 9.672$; Gen Z: $t = 11.414$) and BL (Gen Y: $t = 6.658$; Gen Z: $t = 9.230$). ATB strongly influences BL, particularly for Generation Y ($t = 8.792$) compared to Generation Z ($t = 2.879$). These results highlight generational differences in how evaluations impact emotional attachment to local brands.

Discussion

Utilizing the SOR framework (Mehrabian & Russell, 1974), this study elucidates generational distinctions in the manner in which Indonesian female consumers respond to perceived price and quality in shaping brand attitude, ethnocentrism, and brand love. The influence of perceived price on brand attitude and consumer ethnocentrism is a multifaceted phenomenon. Generation Y, or the millennial generation, has been shown to place a strong emphasis on fairness in a rational sense, as evidenced by research conducted by Zeithaml (1988) and further elaborated in the works of Yasa et al. (2022). In contrast, Generation Z, often referred to as the iGeneration, has been observed to interpret pricing through ethical and identity-based lenses. This tendency has been documented by Kartikasari et al. (2025) and Canal-Simón et al. (2024). The impact of perceived quality on brand attitude is more pronounced among Generation Z, who associate quality with national pride and personal values (Heriyati et al., 2024; Kim & Sullivan, 2019). In contrast, Generation Y places greater emphasis on utility and durability (Aakko & Niinimäki, 2022). Consumer ethnocentrism exerts a substantial influence on brand sentiment, particularly among Generation Z, reflecting profound cultural and moral attachments (Shimp & Sharma, 1987; Čvirik, 2023). Brand attitude has been demonstrated to have a consistent correlation with brand love, particularly among Generation Z consumers who prioritize value alignment (Mitchell & Olson, 1981; Batra

et al., 2012). These findings indicate that cognitive and ideological responses vary across cohorts, thereby reinforcing the necessity of generation-specific brand strategies.

Conclusions

This study lends further support to the Stimulus–Organism–Response (SOR) framework by demonstrating that perceived product quality and price function as pivotal marketing stimuli, exerting influence on consumer ethnocentrism and brand attitude, which in turn shape brand love. The findings are consistent with the principles of value theory as proposed by Zeithaml and the attitude model developed by Mitchell & Olson. These findings underscore the symbolic and emotional significance of price and quality in influencing consumer responses. Consumer ethnocentrism functions as both an ideological stance and an emotional driver, particularly among Generation Z, who are more responsive to identity-based cues, while Generation Y tends to emphasize functional value. From a managerial perspective, local fashion brands should prioritize the development of durable, culturally resonant products, transparent pricing structures, and emotional branding strategies, such as artisan collaborations or nano-influencers, to foster brand attachment across generations. However, the study's scope is constrained to urban female consumers, indicating that subsequent research should encompass rural populations, male respondents, and older cohorts to enhance generalizability. Longitudinal or experimental designs, in conjunction with theoretical extensions of the SOR framework—such as identity theory or consumer culture theory—may further enhance our understanding of generational dynamics in brand engagement.

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