

# Perceived Value, Emotional Bonds, and Pop Culture: Drivers of Brand Loyalty

*Perceived Value,  
Emotional Bonds,  
and Pop Culture*

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## **ABSTRACT**

*The global fast fashion industry, including brands like Uniqlo, faces increasing challenges in maintaining brand loyalty amid fierce competition and evolving consumer behavior. This study explores the effect of perceived value on brand loyalty among Uniqlo customers in Jakarta, with brand love and brand trust as mediators, and pop culture involvement as a moderator. Using a quantitative, explanatory approach grounded in Relationship Marketing Theory, data were gathered from 232 respondents through an online survey and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings show that perceived value does not directly impact brand loyalty. Instead, it significantly influences brand love and brand trust, which fully mediate the relationship highlighting the importance of emotional connection and trust in fostering loyalty. Meanwhile, pop culture involvement does not significantly moderate the link between perceived value and loyalty, suggesting that trend-based marketing alone is insufficient to build sustained loyalty. These results emphasize that fast fashion brands must go beyond product value or trend alignment, focusing instead on nurturing emotional bonds and customer trust to drive long-term loyalty. This study offers valuable insights for brand managers seeking to strengthen consumer relationships in an increasingly competitive fashion landscape.*

**Keywords:** Brand Love, Brand Loyalty, Brand Trust, Perceived Value, Pop Culture Involvement.

## **ABSTRAK**

*The global fast fashion industry, including brands such as Uniqlo, is facing mounting challenges in maintaining brand loyalty amid fierce competition and shifting consumer behavior. This study examines the influence of perceived value on brand loyalty among Uniqlo customers in Jakarta, with brand love and brand trust serving as mediating variables, and pop culture involvement acting as a moderating variable. Adopting a quantitative, explanatory research approach grounded in Relationship Marketing Theory, data were collected from 232 respondents via an online survey and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results reveal that perceived value does not directly affect brand loyalty. Instead, it significantly impacts brand love and brand trust, which fully mediate the relationship—underscoring the crucial role of emotional attachment and trust in cultivating loyalty. On the other hand, pop culture involvement does not significantly moderate the relationship between perceived value and loyalty, indicating that trend-based marketing alone is not sufficient to generate long-term loyalty. These findings suggest that fast fashion brands must move beyond focusing solely on product value or alignment with cultural trends, and prioritize building deeper emotional connections and consumer trust. This research provides*

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## INTRODUCTION

The fashion industry plays a pivotal role in shaping the global economy, holding one of the highest economic valuations worldwide (Turner, 2024). If measured by the GDP of countries, the fashion industry would rank as the world's seventh-largest economy. Furthermore, The State of Fashion 2023 estimates the global fashion market reached approximately \$1.7 trillion in 2023, with an anticipated average annual growth rate of 7%. This expansion is fuelled not only by increasing demand for apparel and accessories but also by evolving consumer preferences that emphasize speed, quality, and easy accessibility. Between 2020 and 2023, clothing production was projected to double, with per capita clothing purchases expected to rise by approximately 60%, reflecting the rapid consumption patterns that now define the industry landscape.

Dominating this landscape are fast fashion brands such as Uniqlo, Zara, and H&M. These companies operate under a business model characterized by mass production and rapid product turnover, delivering trendy fashion at low prices. Fast fashion thrives on speed, brands expedite every stage of the product cycle, from concept to distribution, to keep pace with ever-changing trends. A key tactic is the frequent launch of new collections, often every few weeks, which stimulates consumer excitement and creates a sense of urgency. This approach not only captivates customers but also fosters a perception of exclusivity, reinforcing brand loyalty. However, despite these efforts, brands in this segment are now facing growing challenges in maintaining loyal consumer bases, especially amid market saturation and constant innovation.

Recent data from Brand Finance's Top 10 Most Valuable Apparel Brands 2023 reveals significant shifts in brand valuation among major players in the industry, reflecting growing instability in consumer loyalty. Increased competition has prompted brands to aggressively secure and retain their customers (Woo et al., 2021; Ansah, 2021; Buckley, 2022). As Yanti et al. (2023) and Vikranof (2024) assert, enhancing brand loyalty is essential for sustaining business performance in such a dynamic market. Economically, loyal customers are more likely to engage in repeat purchases and maintain long-term brand relationships. However, previous studies have presented mixed findings on the direct relationship between perceived value and loyalty, particularly regarding the hedonic and social dimensions, suggesting that positive brand experiences and social influences alone may be insufficient to drive loyalty without additional psychological or emotional mechanisms.

Addressing this research gap, the present study introduces brand love and brand trust as mediating variables, and pop culture involvement as a moderating variable, to better understand how perceived value translates into brand loyalty. Brand love serves as an emotional driver of loyalty (Carroll & Ahuvia, 2006; Batra et al., 2012; Mostafa & Kasamani, 2021; Alić & Mujkic, 2023; Tran, 2023). While brand trust is rooted in cognitive evaluations of a brand's reliability and integrity (Delgado-Ballester et al., 2003; Amani, 2024). Additionally, pop culture involvement is considered for its role in shaping value perceptions and emotional bonds through trend-driven marketing and brand collaborations (McCracken, 1989; Holt, 2004). Despite its relevance, few studies have examined the effect of pop culture on loyalty in the fast fashion sector.

This study aims to explore the influence of perceived value on brand loyalty among Uniqlo customers in Jakarta, with brand love and brand trust as mediators, and pop culture involvement as a moderator. This study focuses on Uniqlo's Indonesian consumers, a strategic group given the brand's notable decline in value from 2022 to 2023. By integrating these five constructs, the research presents a comprehensive model that

addresses inconsistencies in prior literature and contributes new insights into the development of brand loyalty in fast fashion.

## **LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT**

### **Perceived Value on Brand Love, Trust, and Loyalty**

Perceived value is a foundational element that significantly shapes consumer attitudes toward a brand. It reflects the customer's overall assessment of a product or service's utility based on what is received versus what is given. Empirical research has consistently shown that when consumers perceive a brand as having high value, their likelihood of staying loyal increases substantially (Su & Chang, 2018; Tzavlopoulos et al., 2019; Atulkar, 2020; Cardoso et al., 2022). This loyalty is characterized by repeat purchases and favorable word-of-mouth recommendations. Beyond its direct influence on brand loyalty, perceived value also plays a pivotal role in fostering brand love, an emotional attachment rooted in personal resonance with the brand. Carroll and Ahuvia (2006) argue that brand love emerges when consumers feel their identity aligns with the values projected by the brand. This emotional bond is intensified by perceived value, as it confirms the brand's alignment with consumer expectations (Huber et al., 2015; Bairrada et al., 2018; Shen et al., 2021). In addition to emotional connection, perceived value cultivates trust a critical belief in a brand's reliability and integrity (Delgado-Ballester et al., 2003). As noted by Sembiring and Nisa (2024), trust is not purely rational; it involves a sense of comfort and confidence in a brand's consistency. This connection is especially crucial in saturated markets, where perceived value can serve as a differentiator that builds credibility and reduces perceived risk.

H1: Perceived value has a significant effect on brand loyalty.

H2: Perceived value has a significant effect on brand love.

H5: Perceived value has a significant effect on brand trust.

### **Brand Love and Brand Trust on Brand Loyalty**

Brand love and trust act as important psychological mechanisms through which perceived value transforms into loyalty. Brand love encapsulates the deep emotional connection consumers feel toward a brand, often developed through meaningful interactions and reinforced over time (Zhang et al., 2020; Torres et al., 2022; Na et al., 2023). When consumers fall in love with a brand, they are more likely to forgive occasional mistakes, advocate on behalf of the brand, and resist switching, even in the presence of competitive alternatives (Kohli et al., 2021; Kashif et al., 2021). Similarly, brand trust contributes to long-term loyalty by ensuring consumers that the brand will consistently meet their expectations. Neha and Kumar (2024) and Freundt and Foschiera (2024) emphasize that trust enhances brand recall and preference. When trust is established, customers become more confident in their purchasing decisions, which translates into habitual brand engagement and repeated transactions (Afiftama & Nasir, 2024; Ambarwati et al., 2024). Both brand love and brand trust act as mediators in the relationship between perceived value and brand loyalty. Hwang and Kandampully (2012) and Mostafa and Kasamani (2021) assert that the emotional resonance formed through brand love significantly strengthens loyalty. While Ikramuddin and Mariyudi (2021) and Miao et al. (2022) note that trust enhances the effectiveness of perceived value by reinforcing the belief in the brand's reliability. Together, these mediators deepen the psychological bond between the consumer and the brand, providing a more comprehensive explanation of why consumers remain loyal beyond rational evaluations.

H3: Brand love has a significant effect on brand loyalty.

H4: Perceived value has a significant effect on brand loyalty through brand love.

H6: Brand trust has a significant effect on brand loyalty.

H7: Perceived value positively influences brand loyalty through the mediation of brand trust.

### Moderating Effect of Pop Culture Involvement on Consumer Loyalty Dynamics

In modern branding, the role of pop culture has become increasingly influential. As consumers engage more deeply with global entertainment, fashion, music, and social media trends, their preferences are shaped by cultural icons, narratives, and aesthetics. Coskuner-Balli (2013) and Messner (2022) found that consumers with high cultural engagement respond differently to brand signals, often interpreting brand cues through their cultural affiliations. This pop culture involvement has the potential to moderate how perceived value translates into brand loyalty. In particular, consumers highly engaged in pop culture may rely less on rational evaluations, such as product utility, and more on emotional and symbolic associations when making purchase decisions (Benegas & Zanfardini, 2023; He et al., 2024). For example, a fashion brand associated with a popular celebrity or viral trend may enjoy stronger loyalty from culturally engaged consumers even if competing products offer similar value at a lower price. Such consumers tend to form deeper emotional attachments and develop lifestyle-based brand relationships, suggesting that cultural resonance can enhance the impact of perceived value. However, it can also weaken the brand if it fails to align with current cultural narratives. Therefore, understanding pop culture involvement is crucial for brands seeking to leverage emotional and symbolic value to strengthen loyalty.

H8: Pop culture involvement moderates the relationship between perceived value and brand loyalty.

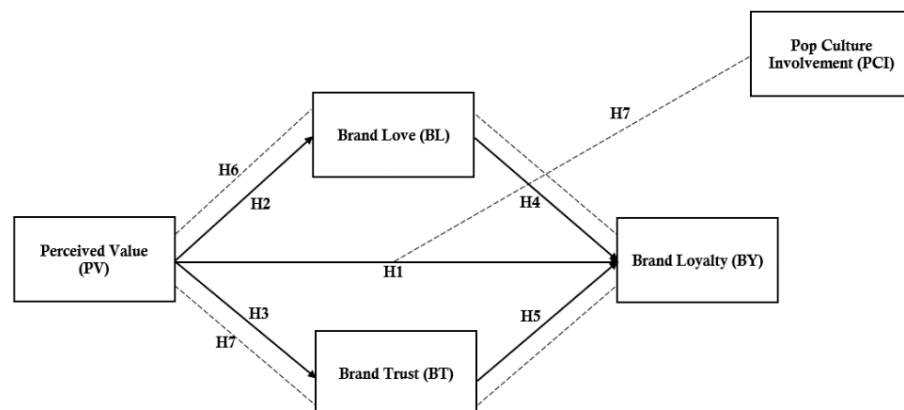


Figure 1. Research Framework

Based on Figure 1, this study proposes a conceptual model to explain the relationship between Perceived Value and Brand Loyalty by incorporating two mediating variables brand love and brand trust and one moderating variable, pop culture involvement. The model includes direct effects, indirect (mediated) pathways, and interaction (moderation) effects. Perceived value functions as the independent variable, hypothesized to directly influence brand loyalty, enhance brand love, and increase brand trust. Brand love and brand trust serve as mediators that bridge the impact of perceived value on brand loyalty, with brand love directly affecting brand loyalty and mediating the perceived value brand loyalty link, and similarly, brand trust also influences brand loyalty and acting as a mediator in the same relationship. Additionally, pop culture involvement is positioned as a moderating variable that may alter the strength or direction of the relationship between perceived value and brand loyalty.

### RESEARCH METHOD

This study adopts a deductive approach to investigate a critical issue faced by Uniqlo declining brand loyalty amid intense competition in the fast fashion industry. While perceived value is often considered a key driver of brand loyalty, previous research has

shown inconsistent findings regarding their relationship. To address this gap, the study introduces brand love and brand trust as mediating variables, and pop culture involvement as a moderating variable, offering a more nuanced exploration of how perceived value influences brand loyalty. This conceptual framework not only enriches the current understanding of consumer-brand relationships but also distinguishes the study by incorporating cultural relevance and emotional dimensions. Guided by a positivist paradigm, the research , utilizing a structured survey method. A total of 29 questionnaire items were developed to measure the key constructs in the model.

Data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique, an approach suitable for examining complex relationships between variables and testing mediation and moderation effects. This method was selected for its ability to handle small to medium sample sizes and accommodate both formative and reflective constructs, as recommended by Hair et al. (2022). Jakarta was chosen as the research location due to its high level of exposure to global trends and pop culture, making it a strategic market for Uniqlo's T-shirt product line. The study population consists of Uniqlo customers in Jakarta who have made at least four purchases of Uniqlo T-shirts within the past year. Given the undefined size of the population, the sample size was determined using the indicator-doubling method, resulting in 232 valid respondents. Participants were selected through purposive sampling based on two main criteria: they must be at least 18 years old, signifying a mature decision-making capacity, and they must have been active Uniqlo customers within the last three years. This targeted approach ensures the relevance and reliability of the data collected.

**RESULTS**

Table 1 presents the demographic profile of the 232 respondents who participated in this study. The demographic data includes variables such as gender, age, education level, occupation, and monthly income. This information is crucial for understanding the background of the participants and ensuring that the sample represents a diverse consumer base.

**Table 1.** Demographic Respondents

<b>Characteristics</b>	<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
Gender	Male	104	44.83%
	Female	128	55.17%
Age	18-25 years	172	74.14%
	26-35 years	53	22.84%
	36-45 years	7	3.02%
Education	High school/Diploma	60	25.86%
	Bachelor	163	70.26%
	Masters	9	3.88%
Occupation	Public Employee	18	7.76%
	Private Employee	89	38.36%
	Teacher/Lecturer	8	3.45%
	Student	50	21.55%
	Others	67	28.88%
Income	< Rp 2,500,000	17	7.33%
	Rp 2,500,001 - Rp 5,000,000	54	23.28%
	Rp 5,000,001 - Rp 7,500,000	97	41.81%
	Rp 7,500,001 - Rp 10,000,000	45	19.40%
	> Rp 10,000,000	19	8.19%

Table 1 outlines the demographic characteristics of the respondents, which are essential for understanding the context of this study. The data include five primary variables: gender, age, education level, occupation, and monthly income, all of which contribute to interpreting consumer behavior related to brand loyalty. A majority of respondents are female (55.17%), suggesting higher engagement or interest in Uniqlo's offerings among women. In terms of age, 74.14% fall within the 18–25 range, indicating

that most participants are young adults, likely Gen Z, who are active digital users and heavily influenced by trends and pop culture. The 26–35 age group represents 22.84%, while only 3.02% are between 36–45 years old. Educationally, most respondents (70.26%) hold a bachelor’s degree, reflecting a well-educated population. This suggests that participants are capable of making informed judgments about brand value and trust. Occupationally, private employees dominate (38.36%), followed by students (21.55%) and others (28.88%), pointing to a largely active, professional demographic. Regarding income, 41.81% of respondents earn between Rp 5,000,001 and Rp 7,500,000, indicating economic stability and potential purchasing power. Thus, the sample is dominated by young, educated, and financially capable individuals an ideal group for examining brand perception and loyalty.

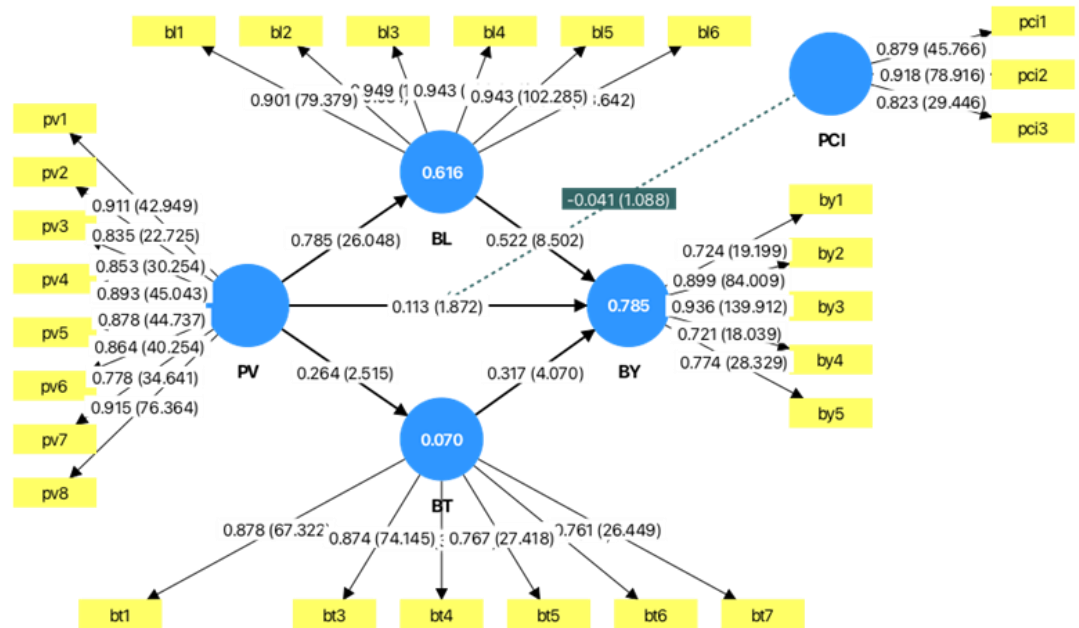


Figure 2. Results of a Structural Equation Modelling (SEM)

Figure 2 presents the results of a Structural Equation Modelling (SEM) analysis using Partial Least Squares (PLS), processed with SmartPLS. The model evaluates the influence of Perceived Value (PV) on Brand Loyalty (BY) by including Brand Love (BL) and Brand Trust (BT) as mediating variables, and Pop Culture Involvement (PCI) as a moderating variable. Based on the structural (inner) model, Perceived Value has a significant effect on Brand Love ( $\beta = 0.785$ ;  $t = 26.048$ ) and Brand Trust ( $\beta = 0.522$ ;  $t = 8.502$ ). Brand Love ( $\beta = 0.317$ ;  $t = 4.070$ ) and Brand Trust ( $\beta = 0.264$ ;  $t = 2.515$ ) also have significant effects on Brand Loyalty. However, the direct path from Perceived Value to Brand Loyalty is not statistically significant ( $\beta = 0.113$ ;  $t = 1.872$ ), indicating full mediation by Brand Love and Brand Trust. The moderation test shows that Pop Culture Involvement does not significantly moderate the relationship between Perceived Value and Brand Loyalty ( $\beta = -0.041$ ;  $t = 1.088$ ). The  $R^2$  values of 0.616 for Brand Love, 0.070 for Brand Trust, and 0.785 for Brand Loyalty indicate a strong explanatory power of the model, especially for brand loyalty.

Hypothesis testing is performed to assess whether the null hypothesis (H0) should be rejected in support of the alternative hypothesis (Ha). Researchers can reject H0 and accept Ha, but there will always be a risk that the inference concluded will definitely be appropriate so it needs a series of methodological processes that are accounted for. The following is hypothesis testing in this study (Bougie & Sekaran, 2019).

**Table 2.** Direct Effect Testing

Hypothesis	Path	$\beta$	t-Statistic	p-Value	Significance
H1	Perceived Value → Brand Loyalty	0.113	1.872	0.061	Not Significant
H2	Perceived Value → Brand Love	0.785	26.048	0.000	Significant
H3	Perceived Value → Brand Trust	0.264	2.515	0.012	Significant
H4	Brand Love → Brand Loyalty	0.522	8.502	0.000	Significant
H5	Brand Trust → Brand Loyalty	0.317	4.070	0.000	Significant

The results presented in Table 2 provide insights into the direct effects tested in this study by employing the t-statistic and p-value, using a 5% significance level ( $\alpha = 0.05$ ), with a critical t-value threshold of 1.960. Based on this benchmark, Hypothesis 1 (H1) is not supported, which is consistent with previous findings by Davis (2021). Specifically, the SmartPLS 4 output for H1 reveals a path coefficient ( $\beta$ ) of 0.113, a t-statistic of 1.872, and a p-value of 0.061. These values fall below the threshold for statistical significance, indicating that perceived value does not have a direct and significant positive effect on brand loyalty. This implies that although customers may perceive Uniqlo products as valuable in terms of quality, price, or benefits, such perceptions alone are insufficient to directly foster loyal behavior toward the brand. Conversely, the analysis supports Hypothesis 2 (H2) with strong empirical evidence. The path coefficient is 0.785, the t-statistic is 26.048, and the p-value is 0.000, highlighting a highly significant result. This indicates a substantial positive relationship between perceived value and brand love. The more customers perceive Uniqlo's offerings as valuable, the stronger their emotional connection or affection toward the brand becomes. Similarly, Hypothesis 3 (H3) also receives support, with a path coefficient of 0.264, a t-statistic of 2.515, and a p-value of 0.012. These results confirm that perceived value has a significant and positive influence on brand trust. Customers who perceive greater value in Uniqlo's products are more likely to view the brand as dependable and credible. Moreover, Hypothesis 4 (H4) is strongly validated, showing a path coefficient of 0.522, a t-statistic of 8.502, and a p-value of 0.000. This demonstrates that brand love has a positive impact on brand loyalty. Emotional attachment strengthens customers' commitment to the brand. Lastly, Hypothesis 5 (H5) is also supported, with a coefficient of 0.317, a t-statistic of 4.070, and a p-value of 0.000 indicating that trust in Uniqlo significantly fosters brand loyalty, encouraging repeat purchases and long-term commitment.

**Table 3.** Testing the Effect of Mediation and Moderating Influence

Hypothesis	Path	$\beta$	t-Statistic	p-Value	Significance
H6	Perceived Value → Brand Love → Brand Loyalty	0.410	7.246	0.000	Significant
H7	Perceived Value → Brand Trust → Brand Loyalty	0.084	2.147	0.032	Significant
H8	Perceived Value x Pop Culture Involvement → Brand Loyalty	-0.041	1.088	0.277	Not Significant

Based on Table 3, the analysis of mediation and moderation effects in this study offers critical insights into how perceived value influences brand loyalty. Hypothesis 6 (H6) serves as a mediator in the relationship between perceived value and brand loyalty. Utilizing SmartPLS 4 for structural equation modeling, the results demonstrate a significant indirect effect, with a path coefficient ( $\beta$ ) of 0.410, a t-statistic of 7.246, and a p-value of 0.000. These results confirm that brand love serves as a strong mediating variable. Moreover, this mediation is characterized as full mediation, meaning that when brand love is excluded from the model, perceived value alone does not significantly impact brand loyalty. Thus, it can be concluded that H6 is supported with complete

mediation, emphasizing the necessity of emotional attachment in converting perceived value into lasting loyalty. Similarly, Hypothesis 7 (H7) investigates the mediating effect of brand trust on the relationship between perceived value and brand loyalty. The findings also indicate a full mediation effect, with a path coefficient ( $\beta$ ) of 0.084, a t-statistic of 2.147, and a p-value of 0.032. These values highlight that trust in the brand is essential for transforming consumer perceptions of value into brand loyalty. Without the presence of brand trust in the model, the direct effect of perceived value on brand loyalty is statistically insignificant. Therefore, H7 is also accepted with full mediation. In contrast, Hypothesis 8 (H8) evaluates the moderating effect of pop culture involvement on the link between perceived value and brand loyalty. The results show no significant moderating influence, as indicated by a path coefficient ( $\beta$ ) of -0.041, a t-statistic of 1.088, and a p-value of 0.227. Since the p-value exceeds 0.05, the hypothesis is not supported. This suggests that consumers' engagement with pop culture such as Uniqlo's pop collaborations does not significantly alter the perceived value–loyalty relationship.

## **DISCUSSION**

The findings of this study highlight the crucial role of perceived value in influencing emotional and psychological consumer responses. While perceived value did not directly influence brand loyalty (H1 not supported), it significantly impacted both brand love (H2) and brand trust (H3). This suggests that value alone is not sufficient to ensure repeat patronage or advocacy; it must first cultivate emotional attachment and credibility. This result aligns with the assertions of Carroll and Ahuvia (2006) and Bairrada et al. (2018), who emphasized the importance of emotional bonds in consumer brand relationships. Likewise, the significant effect of perceived value on brand trust confirms the views of Delgado-Ballester et al. (2003) and Sembiring and Nisa (2024), who argued that value-based assessments promote not just rational loyalty but also a sense of confidence in the brand's reliability. Thus, this study validates the premise that perceived value is more effective when it activates emotional or cognitive mediators.

The mediating roles of brand love and brand trust were clearly established through the support of H6 and H7, both of which demonstrated full mediation effects. These results suggest that without emotional connection or trust, even a strong perception of value does not automatically translate into loyalty. This finding expands on the earlier work of Hwang and Kandampully (2012), who noted that brand love plays a key role in loyalty formation. It also supports Ikramuddin and Mariyudi (2021) and Miao et al. (2022), who found that trust reinforces the effect of value on loyalty. Notably, this study's identification of full mediation is significant; it demonstrates that transactional evaluations do not directly drive Uniqlo's brand loyalty, but rather by the depth of psychological engagement. Compared to prior studies, which often reported partial mediation (Torres et al., 2022; Na et al., 2023), the results here reveal an even stronger dependence on affective and cognitive pathways. For marketers, this suggests that loyalty cannot be engineered solely through product features or pricing, but must be cultivated through brand relationships.

Further, the direct positive influences of brand love and brand trust on brand loyalty (H4 and H5 supported) confirm the critical importance of these constructs in customer retention strategies. These findings mirror those of Zhang et al. (2020), Kohli et al. (2021), and Ambarwati et al. (2024), who showed that emotionally bonded and trust-filled brand relationships foster advocacy, resistance to switching, and sustained engagement. Importantly, in the context of a competitive and trend-driven industry like fashion retail, these results underscore the notion that building long-term loyalty extends beyond satisfaction and functional value. In the case of Uniqlo, which operates in a highly saturated and trend-sensitive market, emotional brand attachment and credibility appear to be decisive differentiators.

Lastly, the study's findings reject H8, revealing that pop culture involvement does not significantly moderate the relationship between perceived value and brand loyalty. This

contrasts with research by Coskuner-Balli (2013), Messner (2022) and He et al. (2024), who posited that cultural resonance enhances emotional connection and thus intensifies loyalty. One possible explanation is that while Uniqlo often engages in pop culture collaborations (e.g., anime, celebrities), these elements may not fundamentally alter consumer perceptions of value in the minds of Gen Z or Millennial shoppers. The dominant demographic in this study, young, educated, and digitally native consumers, may appreciate pop culture. However, their loyalty decisions appear grounded more in sustained value and trust than in temporary cultural associations. This nuance contributes a new perspective to the branding literature, suggesting that cultural relevance alone is insufficient to shift loyalty unless supported by deeper relational dynamics.

## **CONCLUSION**

This study examines the impact of perceived value on brand loyalty among Uniqlo customers in Jakarta, focusing on the mediating roles of brand love and brand trust, and investigating the moderating effect of pop culture engagement. The findings suggest that perceived value is not sufficient to directly foster brand loyalty. Although consumers perceive Uniqlo as providing good value for money, this perception does not automatically translate into loyal purchasing behaviour. Instead, loyalty appears to be driven by emotional factors. Perceived value has a positive and significant influence on brand love and brand trust, with customers who perceive Uniqlo as valuable being more likely to develop a deep emotional connection and a sense of sincerity toward the brand. These two constructs play a crucial mediating role, suggesting that loyalty stems from emotional presence and trust-based relationships. However, pop culture engagement does not significantly moderate the relationship between perceived value and brand loyalty. This suggests that consumer interest in pop culture does not enhance the effect of perceived value in the Uniqlo context. The implications of this study on product value. This study has limitations, including a limited sample size and a specific geographic context, which may affect the generalizability of the findings. Future research is recommended to explore other variables that may influence this relationship, as well as conduct longitudinal studies to understand the dynamics of brand loyalty over time.

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