

Enhancing brand co-creation through event experience in the F&B market: The mediating role of brand attachment and brand love

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ABSTRACT

This study investigates the impact of brand event experience on brand co-creation, examining the mediating roles of brand attachment and brand love within the food and beverage (F&B) market in Vietnam. Employing a quantitative research design, the study analyzes survey data collected from 339 consumers who are regular users of F&B products and have previously participated in brand-related events. The proposed conceptual model is tested using Partial Least Squares Structural Equation Modeling (PLS-SEM), allowing for robust examination of both direct and indirect relationships among the constructs. The empirical findings provide strong evidence that brand event experience significantly and positively influences brand attachment, brand love, and brand co-creation behaviors. Moreover, both brand attachment and brand love are potent drivers of brand co-creation, underscoring the critical role of emotional bonds in motivating consumers to actively participate in value-and meaning-creation processes with brands. Notably, the results reveal that brand attachment and brand love partially mediate the relationship between brand event experience and brand co-creation. This mediation effect elucidates the distinct psychological mechanisms through which experiential interactions at brand events are translated into consumers' voluntary co-creative behaviors. The key contribution of this study lies in its explicit focus on brand events as strategic experiential touchpoints that foster brand co-creation. This aspect has received limited empirical attention in prior research. By unpacking the mediating roles of attachment and love, the study advances brand co-creation theory beyond its traditional emphasis on the general effects of experiential value on co-creation intentions or outcomes. From a managerial perspective, the findings underscore that well-designed brand events not only strengthen consumers' emotional connections with the brand but also stimulate their proactive engagement in co-creation activities. Consequently, brand events emerge as an effective managerial tool for enhancing brand governance, deepening customer participation, and building sustainable competitive advantages in the highly competitive F&B industry.

Key words: Brand Event Experience, Brand Co-Creation, Brand Attachment, Brand Love, Food and Beverage (F&B) Industry

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INTRODUCTION

Vietnam's F&B (Food and Beverage) industry is undergoing substantial expansion in both scale and revenue, yet intensifying competition is increasingly compressing profit margins. Although total industry revenue is forecast to grow substantially in 2024 (around 16.6%), the number of operating stores is expected to rise only marginally, by approximately 1.8%¹. At the same time, the industry has experienced a "great purge," with more than 30,000 outlets closing in the first half of the year². In parallel, the rapid expansion of international F&B franchise chains has enabled foreign brands to gain market share, intensifying competitive pressure on local firms³. Under such conditions, dependence on product differentiation or price competition alone is insufficient to sustain advantage. Experiential marketing has

therefore become a vital strategy for building emotional value and long-term customer engagement⁴. In particular, brand events provide highly interactive, multi-sensory settings that cultivate brand love and encourage active customer participation in co-creation^{5,6}. Through co-creation, customers enhance experiential value while reinforcing brand meaning within the community, underscoring the importance of integrating experiential and co-creation strategies for sustainable competitive advantage.

Despite substantial progress in research on brand experience and brand co-creation (BCC) over the past decade, a clear gap remains concerning the specific role of brand event experience (BEX) in fostering co-creation behavior. Existing studies primarily emphasize digital and technology-mediated contexts, including augmented reality experiences⁷, social media^{8,9}, gamification¹⁰, and virtual brand communi-

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ties¹¹. As a result, the unique influence of BEX as a high-emotional, multi-sensory experience involving direct physical presence has not been adequately explained. Although prior research has identified links between BEX and BCC, the underlying mechanisms remain broadly defined and insufficiently articulated. Moreover, BEX is widely conceptualized as a complex, multi-dimensional construct^{12,13}. Examining its internal structure, therefore, provides a stronger theoretical basis for explaining how experiential stimuli are translated into co-creation behaviors, while also offering more explicit managerial guidance for the design and implementation of brand events.

In experiential marketing, customer participation in co-creation arises from immediate experience and is sustained by long-term emotional bonds with the brand. Prior studies show that BEX generates strong sensory and emotional stimuli; however, translating these stimuli into co-creation behavior requires psychological mechanisms such as brand attachment (BA) and brand love (BL)^{14,15}. BA reflects customers' emotional connection and personal meaning toward the brand, while BL represents deep passion and commitment. When brand event experiences effectively strengthen BA and BL, customers are more likely to share ideas, contribute knowledge, and engage in brand advocacy within the community. Therefore, examining the mediating roles of BA and BL is crucial for clarifying the emotion-to-behavior mechanism through which event experiences drive BCC. Based on these arguments, this study investigates the impact of BEX on BCC and the mediating roles of BA and BL, addressing the following research question: "How does brand event experience, as a multi-dimensional and higher-order construct, drive customers' brand co-creation behaviors, and what role do brand attachment and brand love play in this process?"

LITERATURE REVIEW

Theoretical background

This study employs experiential marketing theory to explain the relationship between BEX, BA, and BL. At the same time, service-dominant logic (SDL) describes the relationship between BEX, BA, BL, and BCC. First, experiential marketing theory¹⁶ emphasizes that brand experience goes beyond product functionality to encompass emotional, sensory, cognitive, and behavioral dimensions. This perspective provides a rationale for how brand events stimulate emotions and embed lasting memories, fostering enduring emotional states such as BA and BL⁴.

Second, SDL¹⁷ views customers as active agents co-creating value with firms. SDL posits that brand attachment and love are critical antecedents motivating customers to engage in co-creation activities^{15,18}.

Concepts and Research Hypotheses

Brand event experience falls within the broader scope of customer brand experience^{13,19}. Brand event experience refers to consumers' subjective and internal responses, including sensory, emotions, cognitions, and behaviors, triggered by brand-related elements in event activities. These elements may include brand design and identity, packaging, communications, brand environment, events, and advertising²⁰. This study considers five key components of BEX: cognitive, emotional, pragmatic, relational, and sensorial¹³.

Brand attachment refers to the strength of the bond between a brand and the consumer's self²¹. Creating emotional attachment between consumers and the brand is an organization's core objective, as strong attachment leads to positive outcomes such as loyalty and BL²² and value co-creation²³. BA is formed through the connection between customers and the brand, driven by positive memories. Event activities create a unique context in which participants are immersed in the event space and engage in carefully designed activities to foster comprehensive and profound connections¹². Experience is crucial in developing emotional relationships with brands²⁴. BA is strongly associated with emotional components²⁵ and is also considered a consequence of experience²⁶. Positive internal reactions from favorable experiences are stored as positive memories, gradually evolving into a strong attachment to the brand^{25,26}. Based on these arguments, Hypothesis H1 is proposed:

H1: Brand event experience positively influences customer brand attachment.

Brand love (BL) is defined as long-lasting, enduring emotional connections and positive attitudes that customers develop toward a brand, which help explain and predict post-consumption behavioral changes^{27,28}. Such emotions and attitudes are associated with stronger repurchase intentions^{27,28}, lower price sensitivity²⁷, resistance to negative brand information²⁷, and greater engagement in positive word-of-mouth²⁸. Experiential marketing theory highlights the ability to create passion, connection, and long-term commitment between customers and brands through experiences⁴. This view has been supported by several scholars [4,29]. One of the most effective ways to stimulate brand-related emotions is

through BEX, as brand events provide a unique context in which customers can directly interact with the brand in an immersive, highly engaging environment, thereby strengthening BL²⁹. Prior research has consistently confirmed that brand experience can directly foster BL^{4,30}. Based on these arguments, Hypothesis H2 is proposed:

H2: Brand event experience positively influences customer brand love.

Brand co-creation (BCC) is the process through which stakeholders contribute to shaping the distinctive aspects of a brand, such as its value, meaning, and image, with consumers playing a central role³¹. The growth of social communication channels, such as social media and brand events, has created opportunities for enhanced interactions between customers and brands, thereby encouraging customer participation in BCC. In this study, BCC is examined from the perspective of brand consumers. In BCC's context, brand experience is crucial in motivating customers to co-create through attachment, loyalty, and personal drivers. Customer experiential value shapes co-creation attitudes⁵, while brand experience can increase customer participation in co-creation activities. However, this effect is influenced by the level of BA and the quality of customer-brand relationships¹⁴. Building on these arguments and empirical findings, this study proposes that BEX can foster customers' BCC behaviors, as brand events allow customers to perceive brand value directly and provide opportunities for deeper involvement in value-creating activities with the brand. Based on these arguments, the following hypothesis is proposed:

H3: Brand event experience positively affects customers' brand co-creation.

SDL posits that for co-creation behaviors to occur, a foundational relationship between consumers and the brand is required, characterized by strong emotional attachment and shared value³¹. Brand experience can influence co-creation behaviors, although this relationship is mediated by BA and the quality of customer-brand relationships^{14,23}. Moreover, higher levels of BA have been shown to encourage customers to demonstrate positive behaviors such as brand advocacy and knowledge sharing³². Therefore, enhancing BA through brand events can be an effective way to promote BCC behaviors. Based on this reasoning, the following hypothesis is proposed:

H4: Brand attachment positively affects customers' brand co-creation.

Customers with strong BL tend to actively engage in value co-creation activities such as sharing experiences, contributing ideas, or defending the brand

on community platforms¹⁵. To foster co-creation, companies must encourage customer participation, as these individuals can effectively spread and influence the brand community through their contributions¹⁸. BL has been identified as a key antecedent of word-of-mouth (WOM) and purchase intention³³. Conversely, consumers who feel uncomfortable with brand interactions on social media may withdraw from the brand and cease engaging in value co-creation. Consumers also respond more positively to brands they highly value, which extends to co-creation behaviors³⁴. Based on these arguments, the following hypothesis is proposed:

H5: Brand love positively affects customers' brand co-creation.

Prior studies have highlighted the pivotal role of brand attachment in fostering customers' BCC behaviors. Kalra et al²³ demonstrate that customers with strong emotional attachment to a brand are more likely to proactively engage in co-creation activities due to their emotional investment and favorable disposition toward the brand. Similarly, Nadeem et al¹⁴ emphasize that the influence of brand experience on co-creation behavior is not purely direct but is shaped by mediating mechanisms, among which customer engagement plays a critical role. In addition, Wang et al³² provide evidence that higher levels of brand attachment encourage positive customer behaviors such as brand advocacy and knowledge sharing, which constitute core manifestations of brand co-creation. Therefore, it can be argued that BEX indirectly promotes BCC by strengthening customers' brand attachment. Based on this reasoning, the following hypothesis is proposed:

H6: Brand attachment mediates the relationship between brand event experience and brand co-creation.

Beyond BA, BL has also been identified as a crucial psychological mechanism linking brand experience to BCC behavior. Wallace et al.^{15,35} show that customers with strong brand love are more likely to proactively engage in value co-creation activities, such as sharing experiences, contributing ideas, and defending the brand within brand communities. Consistently, Juntunen¹⁸ argues that firms should actively involve customers with high levels of BL, as these individuals possess a greater capacity to influence and mobilize the brand community. Accordingly, BEX is expected to indirectly foster BCC by strengthening customers' BL. Therefore, the following hypothesis is proposed:

H7: Brand love mediates the relationship between brand event experience and brand co-creation.

Figure 1 visually illustrates the proposed research model, in which BEX is specified as the antecedent and BCC as the outcome, with BA and BL mediating the relationship between BEX and BCC.

METHODOLOGY

Measures

The measurement scale of the BEX variable was modeled as a second-order construct with five dimensions: cognitive (3 items), emotional (5 items), sensorial (3 items), pragmatic (3 items), and relational (4 items), adapted from Altschwager et al.¹². The BA scale consisted of 7 items, adopted from Shimul and Phau³⁶. The BL scale included six items adopted from Shimul and Phau³⁶. The BCC scale consisted of 5 items, adapted from Hoang and Vinh³⁷.

Research design

This study was conducted in Ho Chi Minh City's dynamic F&B market, where brand experience events are frequently organized. The survey targeted customers of major F&B brands (e.g., Vinamilk, Coca-Cola, King BBQ, KFC) who attended at least one brand event within the past six months, ensuring accurate recall of experience. Snowball sampling was used to reach this specific population by leveraging participants' social networks. Data was collected online from June to July 2025. Of 350 responses received, 339 valid questionnaires remained after data screening and were used for analysis.

RESEARCH RESULTS

Demographic Information

Based on the survey results, the sample's demographic distribution was relatively balanced. Regarding gender, the proportions of male (48.4%) and female (51.6%) participants were even. Regarding age, the group aged 25 to under 35 accounted for the most significant proportion (31.6%), followed by those aged 18–24 (29.5%) and 35–44 (28.0%), while participants aged 45 and above represented only 10.9%. In terms of educational attainment, most respondents held a university degree (47.2%), followed by college or lower levels (29.2%) and postgraduate degrees (23.6%). These characteristics indicate that the research sample was diverse in gender, age, education, and income, thereby providing a reasonably comprehensive reflection of the demographic profile of the surveyed population.

Measurement Model Assessment

The standard method bias test results using Harman's single-factor approach revealed that the first factor had an eigenvalue of 13.191, accounting for 36.641% of the total variance. This value is below the recommended threshold of 50%³⁸, indicating that no single factor dominates in explaining the data variance. Therefore, the research data meet the reliability requirement for subsequent analyses.

The research model conceptualizes BEX as a second-order reflective construct and was assessed separately for measurement quality. The results (Table 1) indicate that all indices meet the required reliability and convergent validity thresholds. Furthermore, all five dimensions (cognitive, affective, sensory, behavioral, and relational) exhibit statistically significant weights ($p < 0.001$). This result confirms that the second-order measurement model demonstrates strong reliability and validity, providing a solid foundation for subsequent analyses. The measurement model results (Table 2) confirm adequate reliability and convergent validity. All item loadings exceed 0.70³⁹, VIF values are below 5³⁹, and Cronbach's Alpha and CR are above 0.70. AVE values exceed 0.50³⁹, indicating that BEX, BA, BL, and BCC have satisfactory measurement quality for further analysis.

The detailed results of the HTMT matrix presented in Table 3 indicate that all coefficients are below the recommended threshold of 0.85⁴⁰. This finding confirms that the constructs in the model achieve discriminant validity, meaning that each latent variable reflects a distinct concept without conceptual overlap. Therefore, the measurement model meets the requirement of discriminant validity, allowing for further structural model testing.

Structural Model Assessment

The structural model results (Table 4) show that all hypotheses (H1–H5) are supported, with positive path coefficients and p -values < 0.001 . BEX has the strongest effects on BA (H1: $\beta = 0.535$; $f^2 = 0.402$) and BL (H2: $\beta = 0.495$; $f^2 = 0.324$), and a moderate effect on BCC (H3: $\beta = 0.225$; $f^2 = 0.068$). Additionally, both BA and BL positively influence BCC, with BL (H5) showing a stronger effect than BA (H4). The indirect effect results (Table 4) indicate that BEX affects BCC through both BA and BL. The mediated hypotheses via BA (H6: $\beta = 0.136$, $p = 0.001$) and via BL (H7: $\beta = 0.169$, $p < 0.001$) are significant, showing that brand experience influences co-creation both directly and indirectly by enhancing customers' attachment and love for the brand.

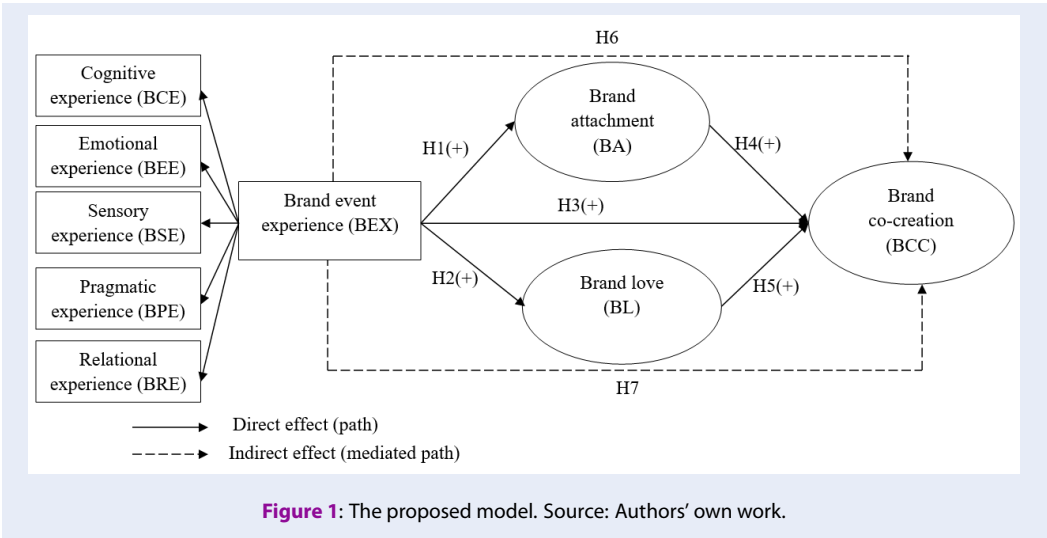


Figure 1: The proposed model. Source: Authors' own work.

Table 1: Measurement results of the second-order construct of brand event experience

First-order construct	Items	Outer loading	VIF	Cronbach's Alpha	CR	AVE	Outer weight	P value
Cognitive experience (BCE)	BCE1	0.877	2.039	0.776	0.871	0.693	0.223	0.000
	BCE2	0.856	1.959					
	BCE3	0.760	1.340					
Emotional experience (BEE)	BEE1	0.738	1.567	0.834	0.883	0.602	0.255	0.000
	BEE2	0.814	1.971					
	BEE3	0.814	1.952					
	BEE4	0.794	1.787					
	BEE5	0.714	1.470					
Sensory experience (BSE)	BSE1	0.817	1.563	0.793	0.879	0.707	0.242	0.000
	BSE2	0.841	1.747					
	BSE3	0.864	1.764					
Pragmatic experience (BPE)	BPE1	0.870	1.909	0.790	0.878	0.705	0.216	0.000
	BPE2	0.816	2.064					
	BPE3	0.832	1.622					
Relational experience (BRE)	BRE1	0.795	1.805	0.871	0.912	0.723	0.294	0.000
	BRE2	0.887	2.630					
	BRE3	0.898	2.887					
	BRE4	0.816	1.926					

Source: Results from the Research Data

Table 2: Results of the Measurement Model Assessment of the Research Constructs

Constructs	Items	Outer load-ings	VIF	Cronbach's Alpha	CR	AVE
Brand attachment	BA1	0.742	1.789	0.873	0.902	0.568
	BA2	0.727	1.761			
	BA3	0.769	1.915			
	BA4	0.736	1.790			
	BA5	0.766	2.129			
	BA6	0.751	1.851			
	BA7	0.783	2.148			
Brand co-creation	BCC1	0.834	2.306	0.899	0.925	0.713
	BCC2	0.857	2.442			
	BCC3	0.844	2.365			
	BCC4	0.840	2.337			
	BCC5	0.846	2.364			
Brand love	BL1	0.787	1.849	0.855	0.892	0.580
	BL2	0.731	1.720			
	BL3	0.753	1.682			
	BL4	0.761	1.986			
	BL5	0.753	1.961			
	BL6	0.782	1.944			
Brand event experience	BCE	0.878	2.962	0.872	0.907	0.663
	BEE	0.791	2.001			
	BSE	0.762	1.719			
	BPE	0.793	1.998			
	BRE	0.841	2.039			

Source: Results from the Research Data

Table 3: HTMT matrix

	BA	BCC	BEX	BL
BA				
BCC	0.689			
BEX	0.594	0.591		
BL	0.813	0.716	0.564	

Source: Results from the Research Data

Table 4: Hypothesis Testing Results

Hypothesis	Path	Weight (β)	t-value	f ²	p-value	Result
H1	BEX $\rightarrow$ BA	0.535	9.683	0.402	0.000	Supported
H2	BEX $\rightarrow$ BL	0.495	9.347	0.324	0.000	Supported
H3	BEX $\rightarrow$ BCC	0.224	4.335	0.068	0.000	Supported
H4	BA $\rightarrow$ BCC	0.254	3.703	0.059	0.000	Supported
H5	BL $\rightarrow$ BCC	0.342	5.111	0.112	0.000	Supported
H6	BEX $\rightarrow$ BA $\rightarrow$ BCC	0.136	3.364		0.001	Supported
H7	BEX $\rightarrow$ BL $\rightarrow$ BCC	0.169	4.407		0.000	Supported

Source: Results from the Research Data

The comparison results in Table 5 indicate that BEX directly and indirectly influences BCC through BA and BL. The direct effect has a coefficient of 0.225 ($p < 0.001$), while the total indirect effect reaches 0.306 ($p < 0.001$), which is significantly higher than the direct effect.

The R^2 results indicate robust explanatory power. BEX explains 28.7% of the variance in BA and 24.5% in BL, suggesting other factors may also shape these emotions. Notably, the model accounts for 49.2% of the variance in BCC, highlighting the strong combined effects of BEX, BA, and BL on co-creation behavior.

DISCUSSION

The hypothesis testing results support H1, H2, and H3, extending prior findings by Ahn et al.⁵ and Nadeem et al.¹⁴. These results enhance understanding of brand experience by showing that brand events constitute a meaningful experiential context through which BA, BL, and BCC can be effectively activated. Well-designed brand event experiences that integrate cognitive, emotional, sensory, pragmatic, and relational dimensions strengthen customers' mental and emotional bonds and encourage proactive co-creation of value, meaning, and brand imagery, thereby supporting the development of innovative brands aligned with customer expectations. Support for H4 and H5 is consistent with previous studies^{15,23}, confirming that BL exerts a more substantial influence on customers' voluntary and proactive participation in BCC. At the same time, BA serves as a key bonding mechanism, aligning cognitive and emotional connections with the brand. Together, these findings suggest that BA and BL must be effectively activated before customers can be expected to engage in BCC. Moreover, this study extends the work of Altschwager et al. and

Nadeem et al.^{12,14} by moving beyond traditional outcomes, such as loyalty and purchase intention, to explicitly examine BCC behavior. The analysis of mediating effects further shows that BA (H6) and BL (H7) act as partial mediators, significantly strengthening BEX's impact on BCC. Accordingly, strategically enhancing BA and BL through brand event design can effectively promote sustained customer commitment and long-term engagement in BCC.

CONCLUSION

Based on the findings, several important theoretical implications emerge. First, the study confirms BEX as a strategic resource that strongly drives BCC, thereby enriching the theoretical understanding of BCC. From an experiential marketing perspective, brand event experiences extend beyond sensory and affective stimulation to serve as structured mechanisms that activate customers' value-creating behaviors. In addition to this direct effect, the study identifies an indirect pathway in which BEX influences BCC via BA and BL. Specifically, BEX has a more substantial impact on BA, whereas BL plays a more decisive role in encouraging customers' proactive, positive engagement in BCC. These findings indicate that BA and BL perform distinct yet complementary roles in translating experiences into co-creation outcomes, providing empirical support for SDL, which conceptualizes customers as operant resources in value creation. The study's novelty lies in its explicit examination of the BEX–BCC relationship, an area largely overlooked in prior research that focused mainly on experiential value and overall co-creation intentions. Moreover, identifying the mediating roles of BA and BL extends experiential marketing theory and SDL by elucidating the emotional and relational mechanisms through which experiential value is transformed into BCC outcomes.

Table 5: Comparison of Direct and Indirect Effects of Brand Event Experience on Brand Co-Creation

Path	Type of Effect	Weight (β)	t-value	p-value
BEX → BCC	Total Indirect Effect	0.306	8.559	0.000
BEX → BCC	Direct Effect	0.225	4.375	0.000

Source: Results from the Research Data

This study offers important managerial implications for Vietnam's highly competitive F&B industry amid rapidly changing consumer behaviors. First, brand managers should treat brand events as strategic tools for delivering distinctive, emotionally engaging, and personalized experiences through activities such as food festivals, cooking workshops, or sports and music events aligned with brand identity. Rather than serving solely as promotional tools, brand events should function as platforms for emotional interaction and value co-creation, helping firms differentiate themselves and build sustainable competitive advantage. The findings further suggest that brand events should be designed as a staged strategic process to activate customers' psychological states. In the initial stage, experiential and participatory activities, such as product trials or cooking workshops, stimulate cognitive, sensory, and pragmatic experiences, thereby fostering initial brand attachment. Subsequently, community-based and lifestyle events enhance emotional and relational experiences, facilitating the transition from brand attachment to brand love. Once strong emotional bonds are established, firms can introduce co-creation-oriented events that encourage customers' voluntary participation, advocacy, and contributions to brand value. This staged approach ensures that brand co-creation is driven by intrinsic motivation, enhancing the long-term effectiveness of brand events. Moreover, event organizers should deliberately design activities that address multiple experiential dimensions, cognitive, sensory, affective, behavioral, and relational, to strengthen both BA and BL. Event programs should also promote content sharing and brand-related creativity, positioning consumers as active co-creators who gain immediate satisfaction while contributing to long-term brand value.

Although this study contributes to branding theory and managerial practice, several limitations should be acknowledged. First, the model includes only two mediators, BA and BL, while other factors, such as trust, satisfaction, or community engagement, may also affect BCC. Second, data were collected from live events organized by F&B brands in Vietnam, which

may limit generalizability to other industries or cultural contexts. Third, the study does not differentiate among specific types of brand events; variations in event formats may lead to different experiential and brand co-creation outcomes. Finally, the cross-sectional design captures relationships at a single point in time and cannot reflect dynamic changes. Future research should incorporate additional mediators and moderators, examine online events, conduct cross-industry comparisons, and employ longitudinal or mixed-methods approaches.

ABBREVIATION LIST

F&B: Food and Beverage
 BEX: brand event experience
 BCC: brand co-creation
 BA: brand attachment
 BL: brand love
 SDL: service-dominant logic
 AVE: Average Variance Extracted
 CR: Composite Reliability
 VIF: Variance inflation factor
 HTMT: Heterotrait-Monotrait
 PLS-SEM: Partial least squares - Structural equation modeling
 SEM: Structural equation modeling

COMPETING INTERESTS

The authors declare that they have no conflicts of interest.

AUTHORS' CONTRIBUTIONS

Ho Thi Thao Nguyen: Designed the research framework and methodology, conducted data analysis and literature review, and led the Discussion and Conclusion sections. Tran Thi Siem: Contributed to the research methodology and data analysis, and drafted the Introduction section. Thai Kim Phong: Developed the questionnaire, collected and processed the data, and contributed to the overall study overview. Lam Ngoc Thuy: Developed the questionnaire, collected and processed the data, and elaborated on the managerial and theoretical implications.

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Thúc đẩy đồng sáng tạo thương hiệu từ trải nghiệm sự kiện: Cơ chế trung gian của gắn bó và tình yêu thương hiệu

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TÓM TẮT

Nghiên cứu này tập trung xem xét tác động của trải nghiệm sự kiện thương hiệu đến đồng sáng tạo thương hiệu, với vai trò trung gian của gắn bó thương hiệu và tình yêu thương hiệu trong bối cảnh thị trường F&B tại Việt Nam. Nghiên cứu sử dụng phương pháp định lượng với mô hình PLS-SEM trên dữ liệu khảo sát 339 người tiêu dùng đã thường xuyên sử dụng sản phẩm F&B và từng tham gia sự kiện thương hiệu. Kết quả nghiên cứu đã cung cấp các bằng chứng thực nghiệm quan trọng. Kết quả chỉ ra rằng trải nghiệm sự kiện thương hiệu tác động tích cực đến gắn bó thương hiệu, tình yêu thương hiệu và đồng sáng tạo thương hiệu, đồng thời cả gắn bó thương hiệu và tình yêu thương hiệu đều thúc đẩy mạnh mẽ đồng sáng tạo thương hiệu. Đặc biệt, gắn bó thương hiệu và tình yêu thương hiệu đóng vai trò trung gian một phần trong mối quan hệ giữa trải nghiệm sự kiện thương hiệu và đồng sáng tạo thương hiệu, qua đó làm rõ các cơ chế khác nhau mà trải nghiệm thương hiệu có thể chuyển hóa thành hành vi đồng sáng tạo. Điểm mới nổi bật của nghiên cứu là đã làm sáng tỏ vai trò của trải nghiệm sự kiện trong việc thúc đẩy đồng sáng tạo thương hiệu, đồng thời giải thích cơ chế trung gian của gắn bó thương hiệu và tình yêu thương hiệu. Với phát hiện này, nghiên cứu mở rộng lý thuyết quản trị thương hiệu dựa trên đồng sáng tạo thương hiệu, vốn trước đây chủ yếu dừng lại ở việc xem xét tác động tổng quát của giá trị trải nghiệm đến ý định hoặc hành vi đồng sáng tạo. Ngoài ra, nghiên cứu còn đóng góp thực tiễn quan trọng khi cho thấy một sự kiện thương hiệu được thiết kế tốt không chỉ củng cố mối gắn kết cảm xúc mà còn khuyến khích khách hàng tham gia chủ động vào hoạt động đồng sáng tạo, từ đó nâng cao hiệu quả quản trị thương hiệu và tạo lợi thế cạnh tranh bền vững cho doanh nghiệp F&B.

Từ khóa: trải nghiệm sự kiện thương hiệu, đồng sáng tạo thương hiệu, gắn bó thương hiệu, tình yêu thương hiệu, ngành F&B

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