


Travel in the Digital Age: How Social Media Drives Brand Image and Emotional Attachment

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Abstract

The digital age offers businesses unique opportunities to build emotional connections with customers through social media. This study investigates the impact of social media activities on brand image and emotional attachment within the travel industry. Using a descriptive research design and causal-comparative approach, the research targets travel enthusiasts, social media users, tourists, influencers, and travel-related businesses. Data from 405 respondents were collected via a structured questionnaire and analyzed using SMART PLS, with descriptive statistics, correlation, regression analysis, and Cronbach's alpha. The results reveal significant relationships among social media interactivity (SMI), social media benefits (SMB), social media rewards (SMR), brand image (BI), and emotional attachment (EA). SMB strongly influences BI, while BI is positively associated with EA, underscoring that a positive brand image enhances emotional bonds. Regression analysis confirms BI's impact on EA. Social media interactivity and benefits foster deeper engagement, driving stronger emotional attachment and brand loyalty. These findings highlight the critical role of social media in shaping customer loyalty in the competitive travel industry.



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Introduction

In the digital age, businesses have unparalleled opportunities to forge emotional connections with customers, particularly through online platforms (Antczak, 2024; Haroon et al., 2024; Mukhopadhyay & Jha, 2025; Ngo et al., 2024; Hudson et al., 2015). Theories in mobile and

internet marketing suggest that stronger emotional attachment to objects like smartphones or laptops increases user interactivity (Ngo et al., 2024; Verma et al., 2024; Wu, 2024; Thorsteinsson & Page, 2014). Similarly, travelers establish deep emotional connections with brands through consistent communication (Chang et al., 2024; Sharafuddin et al., 2024; Wakelin et al., 2024; Gustafson, 2013), leading to brand loyalty and a willingness to pay premium prices (Guerra-Tamez et al., 2024; Milheiro et al., 2024; Yen et al., 2015). Emotional attachment acts as the glue fostering sustainable, long-term brand-consumer relationships (Liu & Zhao, 2024; Thomson et al., 2005).

In tourism, marketers treat travelers as partners in their journey and focus on cultivating long-term relationships through emotional attachment, often facilitated by social media (Hudson et al., 2015). Social media has transformed the travel industry, reshaping operations and customer engagement (Inversini & Masiero, 2014). Scholars emphasize the need for further research into its impact on decision-making, operations, and brand development (Leung et al., 2013). While social media fosters customer loyalty, its potential in the travel sector remains underexplored (Harrigan et al., 2017).

Platforms like Facebook, Instagram, and Twitter have evolved to support diverse content formats such as blogs and vlogs (Luo & Zhong, 2015; Bilgihan et al., 2013). Travel-specific platforms like TripAdvisor and Lonely Planet facilitate interaction and brand engagement (Xiang & Gretzel, 2010). These platforms enable shared experiences, strengthening emotional bonds between brands and consumers (Sung et al., 2010). Social media serves as a virtual space for cultivating brand image and emotional connections, as evidenced by platforms like Facebook and TripAdvisor, where user interactions promote real-time communication and cost-effective relationship building (Song & Yoo, 2016; Hudson & Thal, 2013).

Despite the growing acknowledgment of social media's role in tourism and hospitality (Chung & Koo, 2015), the impact of these platforms on branding in the travel industry remains insufficiently addressed (Varkaris & Neuhofer, 2017). Travelers increasingly rely on social media for destination research and experience sharing, making these platforms vital for marketing communications, brand development, and interactive engagement (Inversini & Masiero, 2014; Sung et al., 2010). Social media constructs such as interactivity, benefits, and rewards, along with psychographic elements like brand image, are gaining attention due to their influence on emotional attachment (Ashley & Tuten, 2015; Naylor et al., 2012). Positive brand images foster emotional bonds, promoting long-term commitment (Malär et al., 2011; Zambardino & Goodfellow, 2007).

Travel organizations increasingly leverage social media to build emotional connections with travelers (Moro & Rita, 2018). However, research on the role of social media in consumer

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perceptions and brand relationships remains limited (Li & Liu, 2014). Recent studies highlight how travel-related social media platforms foster emotional bonds and long-term relationships (Kim et al., 2016). These platforms offer tourism organizations opportunities to strengthen emotional connections (Fernandes et al., 2016). Nevertheless, more research is needed to explore social media's role in cultivating emotional attachment in the travel industry (Zeng & Gerritsen, 2014).

Given the growing importance of social media in the service industry, further research is vital to understand its role in shaping consumer-brand relationships (Munar & Jacobsen, 2014). This study investigates how social media interactivity, benefits, and rewards impact brand image and commitment, ultimately influencing travelers' emotional attachment. The findings provide valuable insights for travel industry practitioners, emphasizing the power of social media in fostering emotional bonds and customer loyalty. By applying a theory-based model, this research explores the relationship between positive brand image and emotional attachment through social media activities.

Literature Review and Hypothesis Development

Social Media Interactivity and Brand Image

Social media interactivity encompasses the real-time exchange of information, enabling users to actively engage in conversations, content creation, and feedback loops. Scholars classify interactivity into two main types: human-to-human and human-to-machine interactivity (Liu et al., 2022; Sharma et al., 2021; Nedumkallel, 2020). Human-to-human interactivity involves user interactions such as likes, comments, or shares, while human-to-machine interactivity focuses on engagement with platform features like clicking links, watching videos, or customizing experiences (Salam et al., 2022; Oertel et al., 2020). Research highlights that the perceived interactivity of social media platforms significantly influences user engagement with brands. For instance, highly interactive platforms encourage deeper emotional involvement with content, fostering stronger brand loyalty and advocacy (Shahbaznezhad et al., 2021; Casalo et al., 2021; Cheung et al., 2020). This aligns with the understanding that interactivity enhances user satisfaction by promoting active participation over passive consumption, laying the groundwork for the following proposed hypothesis.

H1: Social Media Interactivity has a significant impact on Brand Image.

Social Media Benefits and Brand Image

Social media has become an essential element of contemporary society, transforming the ways individuals communicate, share information, and engage with their surroundings. Its benefits are diverse, spanning personal and professional domains (Arya, 2021; Aldayel & Magdy, 2021; Vitenu-Sackey, 2020). This conceptual review categorizes these advantages into key areas: social connectivity, information dissemination, business growth, educational opportunities, and personal empowerment (Okonkwo & Awad, 2023; Santos et al., 2021; Babu et al., 2020). Social media facilitates connections across geographical boundaries, fostering both personal relationships and community building through platforms like Facebook, Twitter, and Instagram, allowing users to maintain ties with family, friends, and acquaintances despite physical distance. It also serves as a powerful tool for swift and widespread information dissemination, enhancing access to news, knowledge, and current events (Cataldo et al., 2021; Aldayel & Magdy, 2021). In the business realm, social media has revolutionized operations by enhancing marketing strategies, customer engagement, and brand awareness. Furthermore, it has broadened educational opportunities, offering platforms for collaboration, knowledge-sharing, and online learning (Yu, 2023; Hruška & Marešová, 2020; Simangunsong & Handoko, 2020). Lastly, social media empowers individuals to express themselves, share stories, and participate in social and political discourse, driving personal growth and societal change (Romero-Hall, 2021; Sengupta & Vaish, 2023). Thus, the following hypothesis was proposed.

H2: Social Media Benefits has a significant impact on brand image.

Social Media Rewards and Brand Image

The prevalence of social media platforms has revolutionized how individuals interact with content, connect with others, and derive satisfaction from digital experiences. Research highlights that the rewards of social media engagement extend beyond entertainment and social connections, encompassing a unique form of social capital that organizations can strategically leverage for meaningful outcomes (Ostic et al., 2021; Nature Communications, 2021; Saxton & Guo, 2020). Scholars define this phenomenon as "social media capital," an organizational resource developed through deliberate social media engagement. This capital is rooted in user experiences such as personalization, transparency, access to social resources, a critical mass of acquaintances, and the willingness to take risks. These factors, coupled with the platform's technical features like flexibility, completeness, integration, and evolvability, shape user engagement and usage behavior (Rhee et al., 2021; Masciantonio & Bourguignon, 2020; Anderson & Wood, 2020).

Moreover, studies reveal that social and technical elements influencing user engagement can directly impact organizational outcomes. Social media engagement has been associated with

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enhanced work performance, improved knowledge transfer, and strengthened brand equity, particularly in tourism contexts (Ahmad & Abdullah, 2021; Bai et al., 2020). As social media's role expands, its rewards extend beyond individual users, offering organizations opportunities to create value, foster relationships, and drive strategic outcomes. For organizations seeking a competitive edge, a deeper understanding of social media rewards is imperative as the field continues to grow (Fletcher & Gbadamosi, 2022; Lindström et al., 2021; Li et al., 2020). Thus, the following hypothesis was proposed.

H3: Social Media Rewards has a significant impact on Brand Image.

Brand Image and Emotional Attachment

Brand image plays a crucial role in marketing and consumer behavior, shaping perceptions and driving purchasing decisions. It encompasses the overall attitude and perception consumers form towards a brand through various interactions, experiences, and information sources (Chauhan, 2023; Katerina et al., 2023; Loureiro, 2023). A key aspect of brand image is its ability to differentiate a brand from competitors. Often described as an "overall attitude judgment of a brand," it is further defined as "a set of perceptions in a consumer's mind, linked to environmental commitments and concerns." This highlights that brand image goes beyond functional attributes of products or services, extending to symbolic and emotional associations that deepen consumer attachment and loyalty (Ha, 2021; Paetz, 2021; Loučánová et al., 2021; Fatihudin et al., 2020). These symbolic and emotional dimensions are central to a brand's identity and significantly influence consumer loyalty and long-term attachment, forming the foundation for the hypothesis proposed.

H4: Brand image has a significant impact on Emotional Attachment.

Research Methodology

This study employed a causal-comparative design to investigate the impact of social media activities on emotional attachment. A convenience sampling technique was used, targeting travel enthusiasts, social media users, tourists, influencers, and travel-related businesses. Primary data were collected from 405 respondents using a structured questionnaire. All constructs were measured using adapted items. Validity and reliability were assessed through convergent and discriminant validity, employing the HTMT ratio and Fornell and Larcker criteria (1981). Cronbach's alpha and rho coefficients were utilized to ensure the reliability of the instruments.

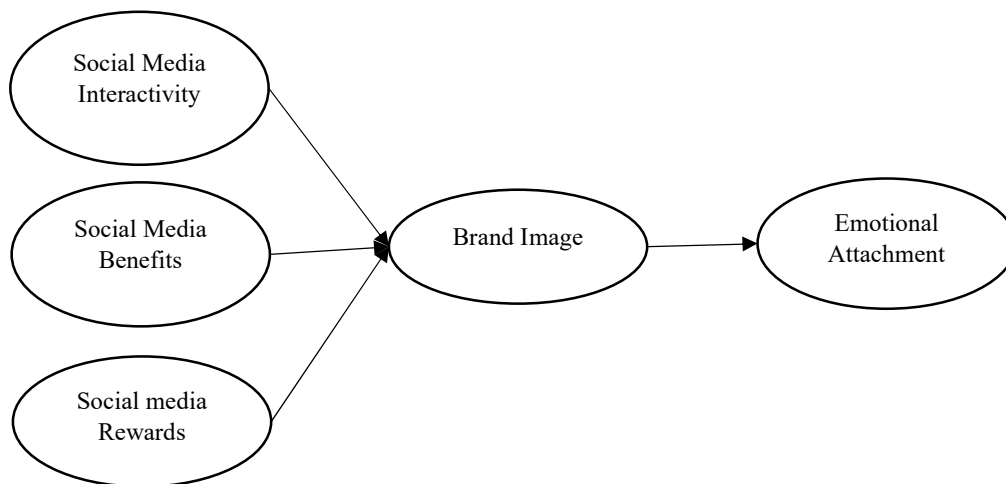
Five constructs were examined using adapted items. Social media interactivity was measured with five items adapted from Liu & Shrum (2002) and Malthouse (2011). Similarly, social media benefits were measured with five items adapted from Kim & Ko (2012) and Voorveld et al.

(2018). Social media rewards were assessed using five items adapted from Hutter et al. (2013) and Schivinski (2016). Brand image was measured with six items adapted from Keller (1993) and Low & Lamb (2000). Emotional attachment was evaluated using four items adapted from Thomson et al. (2005).

Data analysis was conducted using SMART PLS software, incorporating methods such as mean, standard deviation, correlation, regression analysis, and Cronbach's alpha. Descriptive statistics were used to summarize the responses, while regression analysis examined the relationships between social media activities, brand image, and emotional attachment. Findings are presented through tables and visualizations for improved clarity. The study's conceptual framework is illustrated in Figure 1.

Figure 1

Conceptual Framework



Study Results

Table 1 presents the factor loadings, construct reliability, and validity. The factor loadings were found to exceed 0.8, which is significantly higher than the threshold of 0.5, indicating excellent loading and meeting the criteria established by Malhotra et al. (2017). Similarly, Cronbach's alpha values were above 0.7, demonstrating excellent reliability (Nunnally, 1978; Malhotra et al., 2017). The average variance extracted (AVE) was recorded to be greater than 0.5, while the composite reliability values exceeded 0.7. Additionally, the AVE values were less than the composite reliability, further confirming convergent validity (Hair et al., 2010).

Table 1:*Factor loadings, Construct Reliability and Validity*

Constructs	Factor Loadings	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BI1	0.898	0.931	0.934	0.951	0.829
BI2	0.937				
BI3	0.945				
BI4	0.859				
EA1	0.915	0.886	0.894	0.929	0.815
EA2	0.926				
EA3	0.865				
SBI1	0.909				
SBI3	0.858	0.723	0.744	0.877	0.781
SBM1	0.857				
SBM2	0.845				
SBM3	0.817				
SBM4	0.803	0.851	0.858	0.899	0.69
SMR2	0.87				
SMR3	0.923				
SMR4	0.886				
SMR5	0.864	0.93	0.93	0.947	0.781
SMR6	0.874				

Table 2 highlights that each construct's factor was greater than other constructs, satisfying the criteria for discriminant validity (Hair et al., 2009; Malhotra, 2017). Table 3 illustrates the heterotrait-monotrait ratio (HTMT), with all values below 0.8, confirming the robustness of discriminant validity (Malhotra, 2017). Likewise, Table 4 reports the Fornell-Larcker criterion of discriminant validity, showing that diagonal values were higher than the values below the diagonal. This confirms that discriminant validity requirements were met (Hair et al., 2010). In conclusion, both reliability and validity concerns are adequately addressed.

Table 5 highlights respondents' perspectives on social media-related constructs and the correlations between variables. Emotional attachment (EA) displayed the highest mean score ($M = 4.40$, $SD = 1.21$), signifying a strong emotional connection with brands on social media platforms. Similarly, social media rewards (SMR) exhibited a high mean score ($M = 4.38$, $SD = 1.23$), indicating that respondents perceive significant value or incentives from their social media engagement. Both social media interactivity (SMI) and social media benefits (SMB) showed moderate influence, with identical mean scores ($M = 3.94$, $SD = 0.95$). Brand image (BI) was also rated positively, with a mean score of 4.02 ($SD = 1.35$), reflecting favorable perceptions

influenced by social media. The standard deviation values illustrate the variation in responses among respondents. Additionally, the Pearson correlation coefficients reveal a significant positive relationship between social media interactivity and brand image ($r = 0.597$, $p = 0.000 < 0.01$), suggesting that higher levels of interactivity are associated with a better perception of brand image. These findings emphasize the importance of social media engagement in shaping brand perceptions and emotional connections.

Table 2

Discriminant Validity: Cross Loadings

Items	BI	EA	SBI	SBM	SMR
BI1	0.898	0.627	0.51	0.566	0.754
BI2	0.937	0.587	0.509	0.558	0.653
BI3	0.945	0.585	0.531	0.553	0.631
BI4	0.859	0.521	0.567	0.532	0.576
EA1	0.623	0.915	0.387	0.455	0.615
EA2	0.581	0.926	0.359	0.351	0.545
EA3	0.521	0.865	0.347	0.317	0.497
SBI1	0.561	0.435	0.909	0.488	0.523
SBI3	0.456	0.265	0.858	0.459	0.341
SBM1	0.501	0.331	0.459	0.857	0.547
SBM2	0.545	0.375	0.476	0.845	0.564
SBM3	0.54	0.411	0.459	0.817	0.593
SBM4	0.411	0.251	0.371	0.803	0.444
SMR2	0.606	0.472	0.405	0.581	0.87
SMR3	0.655	0.57	0.454	0.605	0.923
SMR4	0.621	0.58	0.417	0.504	0.886
SMR5	0.652	0.552	0.441	0.563	0.864
SMR6	0.652	0.54	0.481	0.628	0.874

SBI = Social media interactivity, SBM = Social media benefits, SMR = Social media rewards, BI = Brand image, EA = Emotional attachment

Likewise, the correlation coefficient between social media benefits and brand image was found to be 0.587 which is positively moderately correlated. The p value was also recorded to be 0.000 which is less than 0.01 ($p < 0.01$). Therefore, it can be concluded that there is a positive and significant relationship between social media benefits and brand image ($r = 0.587$, $p = 0.000 < 0.01$). This reveals that higher levels of social media benefits are associated with a better perception of brand image.

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Table 3

Heterotrait-monotrait Ratio (HTMT Ratio)

Constructs	BI	EA	SBI	SBM	SMR
BI					
EA	0.699				
SBI	0.703	0.493			
SBM	0.674	0.47	0.676		
SMR	0.772	0.674	0.595	0.725	

Table 4

Fornell-Larcker Criterion

Constructs	BI	EA	SBI	SBM	SMR
BI	0.91				
EA	0.64	0.903			
SBI	0.58	0.404	0.884		
SBM	0.607	0.419	0.536	0.831	
SMR	0.722	0.615	0.498	0.653	0.884

Table 5

Mean, SD, and Correlations Coefficient

Constructs	Mean	SD	SBI	SBM	SMR	BI	EA
SBI	3.94	0.95	1				
SBM	3.94	0.95	1.000**	1			
SMR	4.38	1.13	.640**	.640**	1		
BI	4.02	1.35	.597**	.587**	.714**	1	
EA	4.40	1.21	.419**	.419**	.623**	.617**	1

Note: ** = $p < 0.01$. Correlation is significant at the 0.01 level (2-tailed). SBI = Social media interactivity, SBM = Social media benefits, SMR = Social media rewards, BI = Brand image, EA = Emotional attachment

The correlation coefficient between social media rewards and brand image was found to be 0.714 which is positively moderately correlated. The p value was also recorded to be 0.000 which is less than 0.01 ($p < 0.01$). Therefore, it can be concluded that there is a positive and significant relationship between social media rewards and brand image ($r = 0.714$, $p = 0.000 < 0.01$). This reveals that higher levels of social media rewards are associated with a better perception of brand image.

The correlation coefficient between brand image and emotional attachment was found to be 0.617 which is positively moderately correlated. The p value was also recorded to be 0.000 which is less than 0.01 ($p < 0.01$). Therefore, it can be concluded that there is a positive and significant relationship between brand image and emotional attachment ($r = 0.617$, $p = 0.000 < 0.01$). This reveals that higher levels of brand image are associated with a better perception of emotional attachment.

Figure 2

Path Analysis

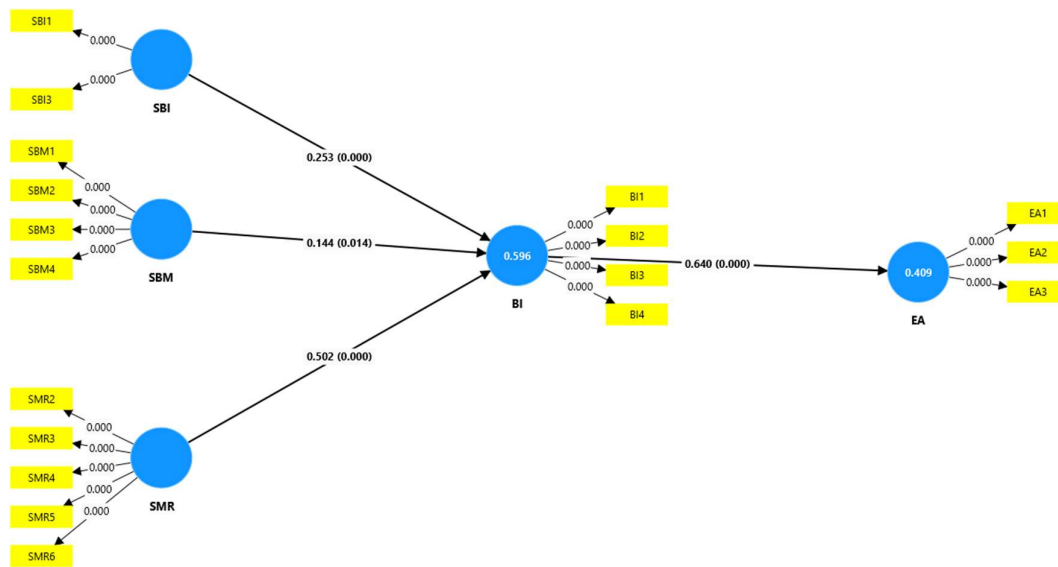


Table 6 illustrates the path analysis results, showcasing the significant relationships between social media constructs, brand image, and emotional attachment. The findings reveal that social media interactivity ($\beta = 0.253$, $t = 5.694$, $p = 0.000 < 0.01$), social media benefits ($\beta = 0.144$, $t = 2.465$, $p = 0.014 < 0.05$), and social media rewards ($\beta = 0.502$, $t = 9.904$, $p = 0.000 < 0.01$) all have a substantial impact on brand image. This indicates that increased interactivity, benefits, and rewards derived from social media platforms enhance perceptions of brand image among users.

Furthermore, brand image significantly influences emotional attachment ($\beta = 0.64$, $t = 19.166$, $p = 0.000 < 0.01$), underscoring its role as a key driver of emotional bonds between consumers and brands. The analysis also shows that social media interactivity ($\beta = 0.162$, $t = 5.422$, $p = 0.000 < 0.01$), social media benefits ($\beta = 0.092$, $t = 2.479$, $p = 0.013 < 0.05$), and social media rewards ($\beta = 0.321$, $t = 8.308$, $p = 0.000 < 0.01$) have a direct and significant impact on emotional attachment.

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These results highlight that higher levels of interactivity, perceived benefits, and rewards contribute to fostering stronger emotional connections with brands.

Table 6

Path Analysis

Path	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BI -> EA	0.64	0.64	0.033	19.166	0.000
SBI -> BI	0.253	0.254	0.044	5.694	0.000
SBI -> EA	0.162	0.163	0.03	5.422	0.000
SBM -> BI	0.144	0.15	0.058	2.465	0.014
SBM -> EA	0.092	0.096	0.037	2.479	0.013
SMR -> BI	0.502	0.497	0.051	9.904	0.000
SMR -> EA	0.321	0.319	0.039	8.308	0.000
SBI -> BI -> EA	0.162	0.163	0.03	5.422	0.000
SBM -> BI -> EA	0.092	0.096	0.037	2.479	0.013
SMR -> BI -> EA	0.321	0.319	0.039	8.308	0.000

Additionally, the findings reveal that brand image acts as a partial mediator in the relationship between social media interactivity, benefits, rewards, and emotional attachment. This suggests that while social media activities directly influence emotional attachment, their impact is further enhanced through the positive perceptions of brand image. Collectively, the results underscore the vital role of social media activities in shaping both brand image and emotional attachment, ultimately contributing to stronger consumer-brand relationships.

Discussion and Conclusion

Social media interactivity, benefits, and rewards significantly shape emotional attachments through the lenses of Parasocial Interaction Theory and Attachment Theory. Parasocial Interaction Theory, proposed by Horton and Wohl (1956), explains how users form one-sided emotional bonds with media figures, influencers, or brands, which are enhanced through social media engagement such as likes, shares, and comments (Riles et al., 2020; Burnasheva & Suh, 2020). Travel influencers, for example, foster parasocial relationships by sharing personal experiences that resonate with followers, influencing their travel preferences and decisions. Attachment Theory underscores the importance of consistent and meaningful interactions in building trust and loyalty, as frequent engagement with travel content heightens users' attachment to brands or destinations, creating a sense of community and validation (Kim & Kim, 2022; Jarzyna, 2020; Tsfaty et al., 2021). Positive reinforcement, such as personalized responses or

exclusive rewards, deepens these connections, fostering emotional loyalty and advocacy (Kim, 2021). Emotional bonds resulting from social media engagement drive brand loyalty, impactful consumer behaviors, and advocacy, particularly in the travel sector where personal recommendations and shared experiences influence decision-making (Adoni & Mane, 2023). Additionally, brand image significantly influences emotional attachment, acting as a conduit for developing consumer trust and loyalty. A strong brand image, comprising positive associations and perceived quality, enhances emotional bonds, leading to increased loyalty and repeat purchases (Thomson et al., 2005; Aaker, 1996; Bennett & Rundle-Thiele, 2005). Techniques such as storytelling, emotional marketing, and brand heritage help brands differentiate themselves and create lasting relationships, emphasizing their role in fostering emotional connections in competitive markets (Huang & Sarigöllü, 2014; Keller, 2013; Batra et al., 2012). Future research should explore how different dimensions of brand image influence emotional attachment across varied contexts and segments.

Social media interactivity fosters real-time, two-way communication, enabling consumers to engage actively with brands through features like comments, likes, shares, and direct messaging. This interaction deepens emotional ties, promoting personal investment, brand loyalty, trust, and long-term commitment. By encouraging user participation and feedback, brands build stronger relationships and elicit positive emotional responses. Similarly, social media benefits, such as personalized content, exclusive offers, and convenience, enhance user experiences, creating positive perceptions and fostering emotional connections. These tailored benefits deepen consumer satisfaction and loyalty by addressing specific needs and preferences. Moreover, a well-crafted brand image plays a critical role in emotional attachment, enhancing consumer perceptions and fostering strong emotional bonds. This attachment drives brand loyalty, influences purchasing decisions, and sustains long-term relationships. In today's competitive marketplace, brands that connect emotionally through interactivity, benefits, and positive brand image are better positioned to cultivate lasting relationships and differentiate themselves effectively.

Implications

The study's findings highlight crucial practical implications for businesses in the travel industry. The significant impact of social media interactivity on brand image underscores the need for brands to prioritize real-time, two-way communication with their audiences. Features like comments, likes, shares, and direct messaging should be strategically employed to foster engagement, build community, and enhance brand perception. Similarly, the influence of social media benefits on brand image suggests leveraging data analytics to offer personalized content and exclusive advantages that cater to individual preferences, creating a valued user experience and strengthening consumer perceptions.

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The results also emphasize the importance of social media rewards, such as discounts, exclusive access, or recognition, in improving brand image and fostering loyalty. Companies should incorporate interactive content strategies, tailored benefits, and reward systems to differentiate themselves in competitive markets. A robust social media presence that enhances brand image can generate positive word-of-mouth, attract consumers, and solidify competitive advantages. Adequate resources must be allocated to social media teams to develop campaigns, offer rewards, and deliver personalized content, potentially involving influencer collaborations and advanced management tools.

Lastly, the findings reveal the critical role of brand image in fostering emotional attachment. A strong brand image builds deeper connections with customers, influencing loyalty, repeat purchases, and long-term relationships. By creating consistent, emotionally appealing brand identities aligned with target audience values, companies can stand out and cultivate lasting customer relationships. Unique brand stories, visual elements, and emotionally engaging experiences can help brands differentiate themselves and maintain a competitive edge in the marketplace.

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