

A Behavioral Predictive Model of the 4E's of Marketing as Determinants of Consumer Choice and Brand Loyalty in Accessible Luxury Brands

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Abstract

This study developed and evaluated a behavioral predictive model examining the influence of the 4E's of Marketing—Experience, Exchange, Evangelism, and Everyplace—on consumer choice and brand loyalty toward accessible luxury brands. Anchored in Consumer Decision-Making Theory, Relationship Marketing Theory, and the Theory of Planned Behavior, the study employed a descriptive-correlational design with a predictive component. Data were collected from 300 selected consumers in Antipolo City, Philippines, who had prior purchasing experience or direct engagement with accessible luxury brands, using a researcher-developed, expert-validated, and pilot-tested questionnaire. Descriptive statistics, multiple regression, simple regression, and Structural Equation Modeling were used to analyze the data and evaluate the proposed model. The respondents positively assessed the four marketing dimensions, consumer choice, and brand loyalty. Experience emerged as the strongest predictor of consumer choice, followed by Everyplace, Exchange, and Evangelism, while consumer choice significantly predicted brand loyalty. The model-fit results supported the proposed sequence in which the 4E's of Marketing collectively predict consumer choice, which subsequently predicts brand loyalty. Consumer choice was therefore interpreted as an intervening behavioral mechanism rather than as a statistically confirmed mediator because no separate indirect-effect test was reported. The study concludes that integrating experiential, value-based, advocacy-oriented, and accessibility-focused strategies may strengthen consumer choice and long-term brand relationships within the defined study context. The findings support the use of the proposed behavioral framework in consumer-centered marketing and provide a basis for future research involving additional variables, broader populations, and longitudinal designs. The study also has potential relevance to SDG 8, SDG 9, and SDG 12 by informing innovative marketing practices, business competitiveness, and more informed consumer decision-making; however, these sustainability implications represent potential applications because sustainability outcomes were not directly measured.

Keywords: Accessible Luxury Brands, Brand Loyalty, Consumer Choice, Consumer Behavior, Experience, Exchange, Evangelism, Everyplace, Structural Equation Modeling (SEM)

1. Introduction

The accessible luxury market has evolved as digitalization, changing consumer preferences, and increasing demand for more inclusive luxury experiences continue to reshape consumer behavior. Accessible luxury brands have broadened market participation by offering premium and aspirational products at more attainable prices while maintaining perceived exclusivity and prestige. This transformation has intensified competition and shifted marketing priorities from predominantly product-centered strategies toward consumer-centered approaches that emphasize engagement, value creation, advocacy, and accessibility. Although previous studies have examined consumer choice, brand loyalty, and individual marketing dimensions, limited research has integrated these variables into a unified predictive framework. Accordingly, this study develops and empirically validates a behavioral predictive model that examines how the 4E's of Marketing—Experience, Exchange, Evangelism, and Everyplace—influence consumer choice and brand loyalty toward accessible luxury brands. The empirical investigation is specifically limited to selected consumers in Antipolo City, Philippines, who had prior purchasing experience or direct engagement with accessible luxury brands.

1.1 Background of the 4E's of Marketing, Consumer Choice, and Brand Loyalty in Accessible Luxury Brands

The global accessible luxury market has undergone significant transformation because of rapid digitalization, evolving consumer preferences, and the growing demand for more inclusive luxury experiences. Previously associated primarily with exclusivity and high prices, accessible luxury brands now provide aspirational value at relatively attainable price points, enabling broader consumer participation while retaining prestige. To remain competitive, these brands increasingly employ strategies that expand market reach without substantially weakening their exclusive positioning. Consequently, the distinction between traditional luxury and accessible luxury has become less pronounced as the two categories increasingly overlap in terms of branding, consumer experience, and perceived prestige. Contemporary luxury marketing therefore requires a careful balance between exclusivity and accessibility to appeal to emerging middle-income consumers and aspirational higher-income segments. Accessible luxury consumers no longer evaluate products solely according to

functionality or price; they also consider symbolic value, emotional experience, identity, and self-expression. Within the Philippine context, the expansion of shopping malls, the entry of international brands, and the development of e-commerce platforms have contributed to the increasing accessibility of premium and aspirational products. Filipino consumers, particularly Millennials and Generation Z, have also become increasingly brand-conscious and experience-oriented. Social media further shapes consumer perceptions by exposing individuals to international luxury trends and lifestyles, thereby influencing preferences and purchasing decisions (Austria et al., 2022). Consequently, purchasing behavior is increasingly influenced by emotional appeal, perceived value, and social influence rather than by product attributes alone.

At the local level, consumers increasingly expect brands to provide meaningful experiences, favorable value, and convenient accessibility in addition to product quality. However, accessible luxury brands continue to encounter challenges in strengthening consumer engagement and sustaining long-term loyalty within a competitive marketplace. Conventional marketing frameworks, particularly the 4Ps, may be less responsive to contemporary consumer expectations centered on engagement, value creation, accessibility, and relationship development. In response to these changing expectations, the 4E's of Marketing—Experience, Exchange, Evangelism, and Everyplace—provide a consumer-centered framework that emphasizes customer engagement, value creation, consumer advocacy, and omnichannel accessibility. The framework explains consumer-brand interactions beyond conventional transactional exchanges. Experience pertains to meaningful and memorable interactions with the brand; Exchange emphasizes the value and benefits received relative to the resources expended; Evangelism concerns consumer recommendations, advocacy, and positive word-of-mouth; and Everyplace refers to the accessibility of the brand across physical and digital channels. Consumer choice and brand loyalty represent important behavioral outcomes in understanding accessible luxury consumption. Consumer choice reflects the process through which consumers evaluate alternatives and select a preferred brand, whereas brand loyalty represents sustained preference, repeat patronage, and long-term commitment. Despite the close relationship between these constructs, previous studies frequently examine them separately rather than within an integrated behavioral framework. Research has also tended to concentrate on individual marketing variables instead of investigating the combined influence of the four dimensions of the 4E's of Marketing. Empirical evidence remains limited regarding how Experience, Exchange, Evangelism, and Everyplace collectively influence consumer choice and how consumer choice subsequently contributes to brand loyalty. In the present study, consumer choice is treated as an intervening behavioral mechanism within the proposed model. This position reflects the assumption that consumers' evaluations and brand-selection decisions help explain how marketing strategies are associated with longer-term brand outcomes. However, the study does not extend this interpretation beyond the statistical relationships supported by the reported analysis. To address these gaps, the study develops a behavioral predictive model integrating the 4E's of Marketing, consumer choice, and brand loyalty. Structural Equation Modeling (SEM) is used to evaluate the hypothesized relationships and the adequacy of the proposed model. The findings are intended to provide evidence-based insights that may assist marketers in designing competitive and consumer-centered strategies for accessible luxury brands. Nevertheless, the empirical conclusions are limited to the selected consumers in Antipolo City, Philippines, and should not be interpreted as representative of the entire Philippine consumer market.

1.2 Themes and Insights on the 4E's of Marketing, Consumer Choice, and Brand Loyalty

Accessible luxury marketing has shifted from emphasizing exclusivity and premium pricing toward creating symbolic value, emotional engagement, and meaningful consumer experiences. Accessible luxury brands appeal to a broader consumer base by combining prestige with relative affordability while preserving aspirational value. This transformation requires marketers to balance accessibility and exclusivity to remain competitive in evolving consumer markets. Consumer behavior provides the foundation for understanding how individuals respond to contemporary marketing strategies. Consumer decisions are influenced by psychological, social, and cultural factors through processes that include need recognition, information search, evaluation of alternatives, purchase selection, and post-purchase assessment (Abdelmeguid et al., 2024). Personal experiences and social environments further shape purchasing decisions, while digital platforms have expanded consumer access to information and opportunities for brand interaction (Bozkurt & Yavuz, 2025). These developments demonstrate that consumer behavior is dynamic and dependent on both individual and contextual conditions. Consumer choice represents the outcome of evaluating available alternatives and reflects rational and emotional considerations, particularly within symbolic markets such as accessible luxury. Purchasing decisions may be influenced by personal preferences, perceived value, previous experiences, situational conditions, recommendations, peer influence, and social validation. Consumers compare expected benefits with financial and nonfinancial costs before selecting a brand. Consumer choice therefore serves as an important behavioral mechanism through which marketing-related evaluations may be translated into brand-selection outcomes. Brand loyalty reflects consumers' continuing commitment to selecting a particular brand. It develops through repeated positive experiences, satisfaction, perceived value, trust, and emotional attachment. Loyalty involves cognitive, affective, and behavioral processes and therefore extends beyond repeated purchasing alone (Brandão & Magalhães, 2023). Brand image, favorable associations, perceived credibility, and emotional connection may further contribute to repeat purchase intentions and sustained brand preference. These perspectives suggest that long-term loyalty depends on meaningful consumer-brand relationships rather than transactional exchanges alone.

The 4E's of Marketing provide an integrated, consumer-centered framework emphasizing engagement, value exchange, advocacy, and accessibility. Rather than concentrating solely on products and transactions, the framework promotes meaningful brand interactions, value-based exchanges, consumer recommendations, and access across multiple channels. Experiential marketing may strengthen consumer satisfaction and brand perception (Avdhesh et al., 2023; Azmy et al., 2023), while social influence and omnichannel accessibility may affect consumers' evaluations and selection behavior. Collectively, the four dimensions offer a comprehensive perspective for examining how contemporary marketing strategies shape consumer choice and brand loyalty. Behavioral modeling strengthens the analysis of these relationships by allowing several theoretically related variables to be examined within a unified framework. Structural Equation Modeling enables researchers to estimate complex relationships among observed and latent constructs and to evaluate the extent to which a proposed model represents the data (Brown et al., 2021). In this study, SEM provides the methodological foundation for examining the specified relationships among the 4E's of Marketing, consumer choice, and brand loyalty. Empirical studies consistently indicate that perceived value, brand identity, emotional engagement, and consumer experience influence purchasing behavior. Perceived value may strengthen personal and social identification with a brand, thereby reinforcing consumer attachment to accessible luxury products. Consumer behavior also results from the interaction of psychological, contextual, and strategic factors rather than from a single determinant, supporting the use of multidimensional behavioral frameworks (Bodaghi et al., 2025).

Brand loyalty develops through sustained customer experience, perceived value, commitment, trust, and emotional attachment, with symbolic and experiential benefits often outweighing functional attributes in luxury purchasing. Purchase intention and consumer evaluation may connect brand perceptions with purchasing behavior, supporting consumer choice as an intervening mechanism without assuming formal mediation beyond the reported evidence (Arora & Kishor, 2019). Emotional attachment may also encourage premium purchasing, impulse buying, advocacy, and positive word-of-mouth, while ethical values, sustainability, and social responsibility increasingly influence luxury-brand evaluations (Aziz et al., 2025; Chen, 2023). In the Philippine context, purchasing behavior is shaped by social status, identity, conspicuous consumption, marketing strategies, and psychological factors (Carlos & Menes, 2025). Overall, consumer behavior in accessible luxury markets reflects the interaction of cognitive, emotional, social, contextual, and marketing-related influences. However, limited studies integrate the 4E's of Marketing, consumer choice, and brand loyalty within a single predictive model, supporting the development of the proposed behavioral framework.

1.3 Global, National, and Local Context of Consumer Behavior toward Accessible Luxury Brands

Globally, the accessible luxury market continues to expand as digitalization, evolving consumer preferences, and the demand for more inclusive luxury experiences reshape purchasing behavior. Accessible luxury brands have broadened market participation by offering premium products at relatively attainable prices while retaining exclusivity and aspirational value. To remain competitive, brands increasingly adopt strategies that extend market reach without substantially compromising prestige. The distinction between traditional luxury and accessible luxury has consequently become less pronounced. Consumers increasingly seek value, experience, identity, emotional engagement, and self-expression alongside product quality. These changes require luxury brands to balance exclusivity with accessibility and to develop marketing strategies that respond to consumer expectations across physical and digital environments. At the national level, the Philippine accessible luxury market has grown alongside the expansion of shopping malls, the entry of international brands, and the development of e-commerce platforms (Arellano et al., 2022). Filipino consumers, particularly Millennials and Generation Z, have become increasingly brand-conscious and experience-driven in their purchasing decisions. Social media has further increased exposure to international luxury trends and lifestyles, influencing consumer perceptions, preferences, and purchase behavior. Evidence from Philippine studies suggests that consumer behavior may also be influenced by social status, identity, and conspicuous consumption, although motivations differ among consumer groups (Dealca et al., 2022). Marketing-related and psychological factors have likewise been associated with purchasing decisions (Carlos & Menes, 2025). These findings indicate that Filipino consumers may evaluate accessible luxury brands through a combination of rational, emotional, symbolic, and social considerations. The national discussion provides contextual background for the study but does not define the geographic coverage of the empirical investigation. The actual study was conducted among selected consumers in Antipolo City, Philippines. Respondents were selected on the basis of their previous purchasing experience or direct engagement with accessible luxury brands. Therefore, the findings should not be generalized to all consumers in the Philippines. Within the local study context, consumers were examined in relation to their evaluations of brand experience, value exchange, advocacy, accessibility, consumer choice, and brand loyalty. The study recognizes that accessible luxury brands operate within increasingly competitive environments in which consumers expect meaningful experiences, favorable value, convenient access, and continuous engagement in addition to product quality. The 4E's of Marketing offer a relevant framework for examining these expectations because Experience, Exchange, Evangelism, and Everyplace represent consumer-centered dimensions of engagement, value creation, advocacy, and omnichannel accessibility. Across global and national literature, consumer expectations have increasingly shifted toward experiential, value-driven, accessible, and relationship-oriented marketing. However, limited local evidence has examined how these four dimensions collectively influence consumer choice and brand loyalty. This contextual gap supports the

development of a behavioral predictive model focused on selected consumers in Antipolo City. The model is intended to explain relationships within the defined sample and study setting rather than to claim nationwide representativeness.

1.4 Theoretical and Conceptual Basis of the Behavioral Predictive Model for Accessible Luxury Brands

This study is anchored on established theories that explain how marketing strategies influence consumer decision-making and long-term brand relationships. These theories provide the conceptual foundation for examining the relationships among the 4E's of Marketing, consumer choice, and brand loyalty. Consumer Decision-Making Theory explains that consumers undergo a systematic process involving need recognition, information search, evaluation of alternatives, purchase selection, and post-purchase evaluation. The study draws on the buyer behavior model of Engel, Kollat, and Blackwell (1968), which emphasizes that consumer decisions are influenced by internal and external factors. Within the present study, Experience, Exchange, Evangelism, and Everyplace function as external marketing stimuli that may shape consumers' evaluations of accessible luxury brands. These evaluations are reflected in consumer choice, which may subsequently contribute to brand loyalty. Relationship Marketing Theory emphasizes the creation, maintenance, and enhancement of long-term customer relationships rather than an exclusive focus on individual transactions. Berry (1983) explained that attracting, maintaining, and strengthening customer relationships are essential components of marketing success. Trust, commitment, value, and meaningful interaction are therefore important foundations of enduring consumer-brand relationships. Within this study, the Experience and Evangelism dimensions may promote emotional connection, meaningful interaction, and consumer advocacy, while Exchange and Everyplace may strengthen perceived value and accessibility. The Theory of Planned Behavior explains that behavior is influenced by attitudes, subjective norms, and perceived behavioral control, which shape behavioral intentions and subsequent actions (Ajzen, 1991). Within the context of this study, the 4E's of Marketing may influence consumer attitudes and perceptions. Evangelism reflects the relevance of subjective norms and social influence through recommendations and advocacy, while Everyplace may relate to consumers' perceived ability to access and interact with the brand. Favorable evaluations may strengthen the likelihood that consumers will select and continue supporting a particular accessible luxury brand. Collectively, the theories provide complementary explanations of consumer behavior. Consumer Decision-Making Theory explains how consumers process information and make purchasing decisions. Relationship Marketing Theory emphasizes the development of long-term relationships through trust, value, commitment, and meaningful engagement. The Theory of Planned Behavior explains how attitudes, social influence, and perceived control are associated with behavioral intentions and actions. Guided by these theoretical foundations, the conceptual framework identifies Experience, Exchange, Evangelism, and Everyplace as the primary marketing dimensions associated with consumer evaluations and brand-selection decisions. Consumer choice is positioned as an intervening mechanism between the 4E's of Marketing and brand loyalty, while brand loyalty represents the longer-term behavioral outcome. This positioning does not independently establish a formal mediation effect; rather, it reflects the sequence of relationships specified in the proposed behavioral model. The framework begins with the identification and measurement of the study variables through a validated questionnaire administered to selected consumers of accessible luxury brands in Antipolo City. The collected data are analyzed using descriptive and inferential statistics, including Structural Equation Modeling, to evaluate the hypothesized relationships and overall model fit. The validated model subsequently serves as the basis for strategic marketing recommendations intended to strengthen consumer choice and brand loyalty through improved experiences, value exchange, advocacy, and accessibility. Overall, the theoretical and conceptual foundations provide a coherent explanation of how consumer-centered marketing dimensions may influence consumer decision-making and long-term brand relationships within the defined accessible luxury context.

1.5 Research Gaps and Rationale for the Behavioral Predictive Model on Consumer Choice and Brand Loyalty

Existing literature consistently demonstrates that consumer behavior in accessible luxury markets is influenced by cognitive, emotional, social, marketing-related, and contextual factors. Perceived value, brand identity, emotional attachment, and social influence have been associated with consumer decision-making and brand relationships (Chen, 2023). Previous studies have also shown that purchase intention and consumer evaluation may function as intermediate mechanisms between brand perceptions and purchasing behavior, while long-term loyalty may be strengthened through continuous experience, commitment, trust, and perceived value (Arora & Kishor, 2019). Consumer decisions are influenced by multiple marketing and psychological factors operating simultaneously, supporting the use of multidimensional behavioral frameworks (Bodaghi et al., 2025; Carlos & Menes, 2025). The 4E's of Marketing—Experience, Exchange, Evangelism, and Everyplace—have also received support as relevant determinants of contemporary consumer behavior, particularly in digital and consumer-centered marketing environments. These dimensions reflect the growing importance of meaningful brand experiences, favorable exchanges, consumer advocacy, and convenient accessibility. Despite these contributions, several research gaps remain. Much of the existing literature examines consumer choice, purchase intention, marketing dimensions, and brand loyalty as separate constructs rather than integrating them into a comprehensive behavioral framework. Previous studies have also focused primarily on individual marketing variables without examining the collective influence of all four dimensions of the 4E's of Marketing. Furthermore, limited empirical evidence explains the intervening role of consumer choice in the relationship between contemporary marketing strategies and longer-term brand loyalty. Although some studies have examined purchase intention or consumer evaluation as intermediate variables, fewer studies have integrated Experience, Exchange, Evangelism, Everyplace, consumer choice, and brand loyalty within

one predictive model. International and Philippine studies recognize the influence of perceived value, social identity, marketing strategies, psychological factors, and consumer perceptions on purchasing behavior (Dealca et al., 2022). However, localized studies generally emphasize satisfaction, purchase intention, or buying behavior rather than developing predictive models that integrate multiple marketing dimensions with long-term behavioral outcomes.

To address these gaps, this study develops and empirically validates a behavioral predictive model that integrates the 4E's of Marketing, consumer choice, and brand loyalty. Structural Equation Modeling is used to evaluate the specified relationships and determine whether the proposed model adequately represents the observed data. Consumer choice is treated as an intervening mechanism in the proposed sequence of relationships; a formal mediation conclusion should be made only when supported by an appropriate indirect-effect analysis. The study is specifically limited to selected consumers of accessible luxury brands in Antipolo City, Philippines. Accordingly, its theoretical and practical contributions must be interpreted within this defined population and location. The study does not claim that the resulting model automatically represents all consumers in the Philippine market.

1.6 Alignment of the Study with Relevant Sustainable Development Goals (SDGs)

The study has potential relevance to Sustainable Development Goal 8—Decent Work and Economic Growth—because its findings may assist accessible luxury businesses in developing more effective and consumer-centered marketing strategies. Improved customer engagement, consumer retention, and long-term brand relationships may contribute to organizational competitiveness and sustainable business performance. However, the study did not directly measure employment creation, labor conditions, or economic growth indicators. The study is also conceptually aligned with Sustainable Development Goal 9—Industry, Innovation and Infrastructure—through its emphasis on innovative, customer-centered, and omnichannel marketing practices. The 4E's of Marketing encourage businesses to integrate experience, value creation, consumer advocacy, and physical and digital accessibility when responding to changing consumer behavior. These applications may support innovation in marketing practice, although the study did not directly assess infrastructure development or industry-level innovation indicators. The study also has limited relevance to Sustainable Development Goal 12—Responsible Consumption and Production—because it contributes to understanding the factors that influence consumer evaluations and purchasing decisions. Such knowledge may support clearer value communication and more informed consumer choice. Nevertheless, responsible consumption, environmental impact, production practices, and sustainability behavior were not directly measured as study variables. Therefore, the SDG alignment should be understood as a potential application of the findings rather than as evidence that the study directly evaluated or achieved specific SDG targets. These implications are also limited to the study's defined context involving selected consumers in Antipolo City, Philippines.

1.7 Contribution of the Behavioral Predictive Model to Multidisciplinary Sustainability

Within its defined scope, the study may contribute to socio-economic sustainability by providing evidence that can support stronger consumer-brand relationships, improved marketing effectiveness, customer retention, and sustainable business performance. Enhanced consumer engagement and brand loyalty may assist organizations in maintaining competitiveness while creating value for consumers and businesses. The study may also contribute to innovation and digital sustainability by emphasizing consumer-centered strategies that integrate experience, value exchange, advocacy, and omnichannel accessibility. As digital technologies continue to transform consumer behavior, the model may guide accessible luxury brands in developing adaptive marketing practices across physical and digital touchpoints. From a business and institutional perspective, the proposed behavioral predictive model offers an evidence-based framework that may support strategic decision-making, marketing planning, and customer-relationship development. The integration of the 4E's of Marketing with consumer choice and brand loyalty provides a structured approach for understanding how marketing dimensions are associated with immediate consumer evaluations and longer-term brand outcomes. The study may further contribute to educational sustainability by expanding the available literature on marketing, consumer behavior, and brand management. The model may serve as a reference for academic institutions, educators, and future researchers examining contemporary marketing strategies, consumer choice, and brand loyalty. However, these sustainability contributions represent potential applications and interpretations of the study rather than directly measured sustainability outcomes. The empirical evidence remains limited to selected consumers of accessible luxury brands in Antipolo City, Philippines. Any application to other geographic locations, consumer groups, industries, or broader sustainability outcomes should therefore be undertaken cautiously and supported by further research.

2. Material and methods

2.1 Research Design

The study employed a descriptive-correlational design with a predictive component. Descriptive analysis determined consumers' evaluations of Experience, Exchange, Evangelism, Everyplace, consumer choice, and brand loyalty. Correlational analysis examined the relationships among these variables without implying causality (Creswell & Creswell, 2018; Fraenkel et al., 2019). Multiple regression, simple regression, and Structural Equation Modeling were used to

evaluate the specified structural relationships, direct paths, and overall fit of the proposed behavioral model.

2.2 Locale of the Study

The study was conducted among selected consumers in Antipolo City, Philippines. Face-to-face data collection was undertaken in selected shopping malls, retail stores, and other commercial establishments where accessible luxury products were commonly available. These locations enabled the researcher to reach consumers with actual purchasing experience or direct engagement with accessible luxury brands. The findings are therefore limited to the selected respondents and should not be generalized to the entire Philippine consumer market.

2.3 Respondents of the Study

The respondents were consumers who had previously purchased or directly engaged with accessible luxury brands. They included students, young professionals, and working consumers who had sufficient familiarity with these products to evaluate the relevant marketing strategies, consumer choice, and brand loyalty. Accessible luxury products included aspirational yet attainable premium footwear, apparel, bags, beauty products, and fashion accessories. Ultra-premium and haute couture products were excluded to maintain consistency with the study's operational definition.

2.4 Sample and Sampling Procedure

Purposive sampling was used to select respondents who met the study's inclusion criteria. A total of 300 consumers participated in the study. The sample was considered adequate for examining the relationships among the variables and for estimating the proposed model through SEM.

2.5 Research Instrument

Data were collected using a researcher-developed structured questionnaire based on the related literature, research objectives, conceptual framework, and Statement of the Problem. In addition to screening and demographic items, the instrument contained 60 statements: ten items each for Experience, Exchange, Evangelism, Everyplace, consumer choice, and brand loyalty. Responses were measured using a five-point Likert scale ranging from 5—Strongly Agree to 1—Strongly Disagree. The instrument was evaluated by five specialists in marketing, research, and statistics for clarity, relevance, and appropriateness. Their recommendations were incorporated before pilot testing. Reliability and internal consistency were assessed using Cronbach's alpha, and the results supported the instrument's use in the main study.

2.6 Data Gathering Procedure

The data gathering process was conducted systematically to ensure the accuracy, reliability, and validity of the collected data. Prior to data collection, approval was secured from the appropriate school authorities, and permission was obtained to conduct the study among the selected respondents. Ethical principles were observed throughout the process by informing participants of the study's purpose, ensuring voluntary participation, and maintaining the confidentiality of all responses. Before the actual survey administration, the researcher-developed questionnaire underwent pilot testing to assess its reliability using Cronbach's alpha. Necessary revisions were made to improve the clarity, consistency, and appropriateness of the instrument before its final administration. Data collection was carried out through face-to-face distribution of questionnaires in shopping malls, retail establishments, and other commercial locations where accessible luxury brands are commonly available. Respondents were selected based on their familiarity with and experience of accessible luxury brands. The researcher personally explained the purpose of the study, provided instructions for completing the questionnaire, clarified respondents' questions when necessary, and immediately retrieved the completed questionnaires to ensure completeness and minimize data loss. A total of 300 valid questionnaires were collected. The completed responses were carefully checked, organized, and encoded before being subjected to descriptive and inferential statistical analyses to address the objectives of the study.

2.7 Data Analysis Techniques

Weighted mean and standard deviation were used to summarize respondents' evaluations of the 4E's of Marketing, consumer choice, and brand loyalty. Multiple regression analysis determined the individual and collective influence of Experience, Exchange, Evangelism, and Everyplace on consumer choice. Simple regression analysis examined the influence of consumer choice on brand loyalty. Statistical significance was evaluated at the **0.05 level**. SEM was used to validate the proposed behavioral predictive model and examine the specified relationships among the variables. Because a separate indirect-effect test was not reported, consumer choice was interpreted as an **intervening behavioral mechanism** within the proposed model rather than as a conclusively established mediator. Model adequacy was assessed using the Comparative Fit Index, Tucker–Lewis Index, Root Mean Square Error of Approximation, and Standardized Root Mean Square Residual. Regression coefficients and structural path estimates were subsequently used as the basis for the study's strategic marketing implications.

2.8 Ethical Considerations

Participation was voluntary, and respondents were informed of the study's purpose and their right to decline or discontinue participation without penalty. Informed consent was obtained before questionnaire administration. No personally identifying information was disclosed, and all responses were treated confidentially and used only for academic research. The data were reported in aggregate form to protect respondent anonymity. The researcher observed institutional requirements, accepted responsibility for the accuracy and integrity of the study, acknowledged relevant contributions, and complied with applicable authorship, conflict-of-interest, and copyright standards.

3. Results and Discussion

3.1 Consumer Evaluation of the 4E's of Marketing, Consumer Choice, and Brand Loyalty

3.1.1 Respondents' Demographic Profile

The respondents were predominantly 21–23 years old (40%), followed by those aged 18–20 years (36.67%). Respondents aged 24–26 years accounted for 16.67%, while those aged 27 years and above comprised 6.67% of the sample. Female respondents (53.33%) slightly outnumbered male respondents (46.67%). Most respondents reported monthly incomes of ₱5,000–₱10,000 (40%) or below ₱5,000 (36.67%). In terms of purchasing behavior, 30% of the respondents occasionally purchased accessible luxury products, 26.67% purchased frequently, 23.33% purchased very frequently, and 20% purchased rarely. Shoes were the most commonly purchased products (30%), followed by clothing (23.33%), bags (20%), beauty products (16.67%), and accessories (10%). The demographic profile indicates that the study primarily involved young consumers with varying levels of experience purchasing accessible luxury products. These characteristics provided an appropriate basis for examining the 4E's of Marketing, consumer choice, and brand loyalty among the selected consumers in Antipolo City, Philippines. The results should therefore be interpreted within this defined study locale and should not be generalized to the entire Philippine consumer population.

3.1.2 Experience

Consumers positively evaluated the Experience dimension, which obtained a composite mean of 3.98 and a standard deviation of 1.18, interpreted as “Agree.” The highest-rated indicator was emotional connection with the brand ($WM = 3.87$), followed by overall satisfaction ($WM = 3.84$) and memorable brand experiences ($WM = 3.84$). The lowest-rated indicator was the brand's ability to provide a pleasant and comfortable interaction ($WM = 3.64$), although it also received an “Agree” interpretation. Standard deviations ranging from 1.11 to 1.27 indicate moderate variability in the respondents' evaluations. The findings indicate that the respondents generally perceived accessible luxury brands as providing meaningful and satisfying experiences. Previous interactions, satisfaction, and emotional connection appear to contribute to the formation of favorable brand evaluations and preferences. The favorable ratings for emotional connection and memorable experiences support the importance of experiential marketing in influencing consumer perceptions and purchasing behavior (Ahmadian et al., 2023). Meaningful experiences may strengthen trust and contribute to longer-term consumer relationships (Shahid et al., 2022), while memorable interactions may enhance satisfaction and reinforce favorable brand perceptions (Avdhesht et al., 2023). The moderate variability in responses suggests that the quality of consumer experiences may differ across brand touchpoints, channels, and individual encounters, consistent with Lin and Ku (2023). Overall, the findings emphasize experiential value as an important factor in consumer engagement and relationship development (Buehring & O'Mahony, 2019).

3.1.3 Exchange

The Exchange dimension obtained a composite mean of 3.81 and a standard deviation of 1.13, interpreted as “Agree.” The highest-rated indicator was the value offered by the brand compared with similar brands ($WM = 3.98$), followed by product quality justifying the price ($WM = 3.93$). The brand being worth the money spent and receiving sufficient benefits for the amount paid both obtained a weighted mean of 3.90. The lowest-rated indicator concerned whether the benefits received were worth the cost ($WM = 3.79$), although it remained within the “Agree” category. Standard deviations ranging from 1.01 to 1.24 indicate moderate variation in consumer responses. The results indicate that consumers generally perceived accessible luxury brands as offering favorable value relative to cost. Consistent with Consumer Decision-Making Theory, consumers evaluate alternatives by comparing expected benefits with the financial and nonfinancial resources required before making purchase decisions. Value therefore involves not only price but also product quality, perceived prestige, usefulness, and the overall benefits received. Comparative evaluations among competing brands may further shape consumers' perceptions of value (Rady et al., 2023). Meanwhile, the moderate variability in responses may reflect differences in income, expectations, purchasing capacity, and previous brand experiences (Rady et al., 2023; Saewanee et al., 2024). These findings reinforce Exchange as a fundamental marketing dimension that emphasizes value creation beyond the monetary price of a product.

3.1.4 Evangelism

Consumers positively evaluated the Evangelism dimension, which obtained a composite mean of 3.79 and a standard deviation of 1.14, interpreted as “Agree.” The highest-rated indicator was sharing positive experiences about the brand

with others ($WM = 3.99$), followed by actively promoting the brand ($WM = 3.91$) and recommending it to others ($WM = 3.90$). The comparatively lower ratings were recorded for speaking favorably about the brand during conversations ($WM = 3.72$) and defending the brand against criticism ($WM = 3.74$), although both remained within the “Agree” category. Standard deviations ranging from 1.08 to 1.25 indicate moderate variability in respondents’ advocacy behaviors. The findings indicate that consumers were generally willing to recommend and promote accessible luxury brands when they had positive experiences with them. Consistent with the Theory of Planned Behavior, subjective norms and social influence may shape consumers’ intentions to recommend brands to others (Ajzen, 1991). Positive experiences and satisfaction may encourage consumers to communicate favorable opinions, thereby strengthening brand image and influencing other consumers’ purchasing decisions (Tariaranie & Amalia, 2023). The findings also highlight the importance of word-of-mouth communication, particularly in digital environments where recommendations, reviews, and shared experiences can influence consumer perception and purchase intention. The relatively lower rating for defending the brand from criticism suggests that the level of emotional attachment and advocacy differs among consumers. Overall, Evangelism remains an important dimension of the 4E’s of Marketing because it contributes to consumer advocacy, brand credibility, and engagement.

3.1.5 Everyplace

The Everyplace dimension received a composite mean of 3.83 and a standard deviation of 1.16, interpreted as “Agree.” Respondents gave the highest rating to the accessibility of brand information ($WM = 3.94$), followed by product availability through multiple channels ($WM = 3.89$) and ease of accessing the brand when making purchases ($WM = 3.88$). The lowest-rated indicator was the ability to interact with the brand at any time ($WM = 3.72$), although it remained within the “Agree” category. Standard deviations ranging from 1.00 to 1.21 indicate moderate variation in perceptions of accessibility across platforms. The findings indicate that respondents generally perceived accessible luxury brands as conveniently available through multiple channels. Consumer Decision-Making Theory explains that access to products and information facilitates the evaluation of alternatives and the completion of purchase decisions. Easy access to products, services, and brand information may enhance convenience and strengthen consumer engagement (Bora et al., 2025). The results also emphasize the importance of omnichannel strategies that integrate physical stores, e-commerce platforms, websites, social media, and other digital touchpoints. Although respondents positively evaluated overall accessibility, the comparatively lower rating for continuous interaction suggests an opportunity for brands to improve real-time communication, online assistance, and digital customer service. Overall, accessibility and convenience remain important factors in consumer engagement and purchasing behavior.

3.1.6 Consumer Choice

Consumer choice toward accessible luxury brands obtained a composite mean of 3.86 and a standard deviation of 1.16, interpreted as “Agree.” The highest-rated indicator was considering the brand before making a purchase decision ($WM = 3.93$), followed by the likelihood of choosing the brand when purchasing ($WM = 3.90$). The lowest ratings were recorded for considering the brand as one of the top purchase options ($WM = 3.81$) and selecting it when multiple alternatives were available ($WM = 3.81$), although both remained within the “Agree” category. Standard deviations ranging from 1.11 to 1.23 indicate moderate variability in consumer preferences. The findings indicate that accessible luxury brands were generally included in the respondents’ consideration sets during purchasing decisions. Consumer Decision-Making Theory explains that consumers evaluate available alternatives before choosing a preferred brand. Favorable perceptions, previous brand experiences, and perceived value may encourage consumers to prioritize accessible luxury brands (Furtado et al., 2023). The findings also emphasize the importance of value perception in brand selection (Oppong et al., 2021). The moderate variability in responses suggests that purchasing decisions remain influenced by personal preferences, situational conditions, purchasing capacity, and the presence of competing alternatives. Overall, consumer choice functions as an important behavioral mechanism through which marketing-related evaluations may be associated with subsequent outcomes such as brand loyalty (AbouElgheit, 2024; Gadzali, 2023).

3.1.7 Brand Loyalty

Brand loyalty toward accessible luxury brands obtained a composite mean of 3.86 and a standard deviation of 1.15, interpreted as “Agree.” The highest-rated indicator was the intention to continue purchasing the brand ($WM = 3.97$), followed by considering oneself loyal to the brand ($WM = 3.93$) and preferring the brand over competitors in the long term ($WM = 3.93$). The lowest ratings were recorded for seeing oneself as a long-term customer ($WM = 3.78$) and consistently choosing the brand whenever possible ($WM = 3.78$), although both remained within the “Agree” category. Standard deviations ranging from 1.11 to 1.22 indicate moderate variation in respondents’ loyalty. The findings indicate that respondents generally demonstrated favorable commitment and preference toward accessible luxury brands. Relationship Marketing Theory explains that long-term loyalty develops through trust, satisfaction, commitment, and consistently positive experiences (Morgan & Hunt, 1994). Positive experiences and emotional attachment may encourage repeat purchasing and sustained brand preference. The findings further suggest that loyalty extends beyond repeated purchasing to include attitudinal commitment and long-term preference for a brand (Hossain & Kibria, 2024). The moderate variation in responses indicates that loyalty may develop differently depending on consumers’ expectations, prior experiences,

perceived value, and emotional attachment, consistent with Hossain and Kibria (2024) and Morgan and Hunt (1994). Overall, brand loyalty represents an important long-term behavioral outcome of favorable consumer evaluations and sustained consumer-brand relationships.

3.2 Effects of the 4E's of Marketing on Consumer Choice

3.2.1 Influence of Experience, Exchange, Evangelism, and Everyplace on Consumer Choice

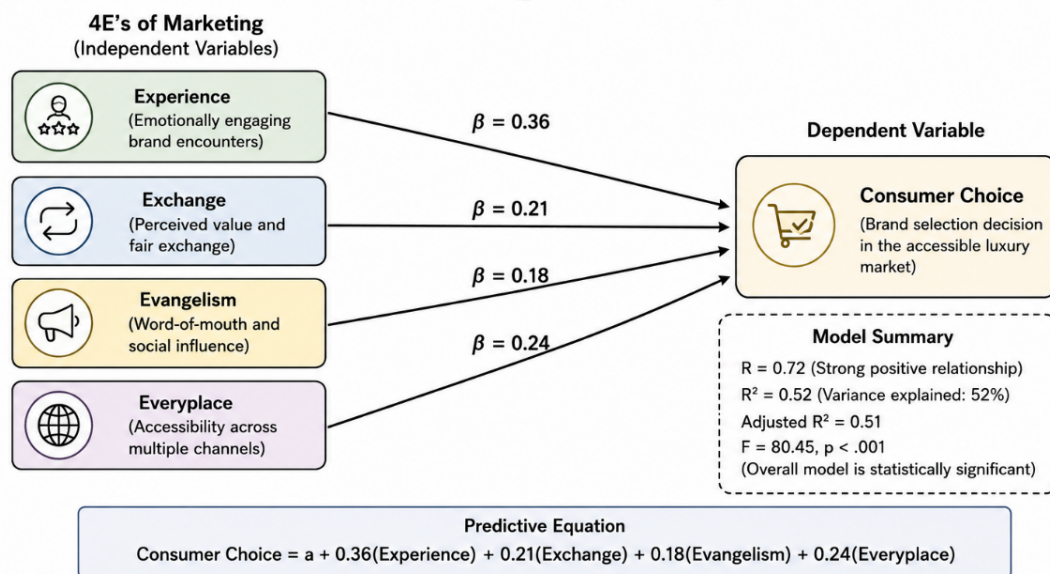
Multiple regression analysis revealed that all four dimensions of the 4E's of Marketing significantly predicted consumer choice toward accessible luxury brands. Experience had the strongest effect ($\beta = 0.36$, $t = 5.82$, $p < .001$), followed by Everyplace ($\beta = 0.24$, $t = 3.90$, $p < .001$), Exchange ($\beta = 0.21$, $t = 3.45$, $p = .001$), and Evangelism ($\beta = 0.18$, $t = 2.98$, $p = .003$). Because all p -values were below the .05 level of significance, all four marketing dimensions significantly contributed to the prediction of consumer choice. The findings indicate that experiential, value-based, advocacy-related, and accessibility-related factors collectively shape consumer decision-making. In accordance with Consumer Decision-Making Theory, marketing strategies function as external stimuli that influence consumer evaluation and brand selection. The comparatively strong effect of Experience highlights the importance of meaningful, memorable, and emotionally engaging interactions in shaping consumer choice, consistent with Ahmadian et al. (2023). The significant effects of Exchange and Everyplace indicate that consumers consider both perceived value and accessibility when selecting accessible luxury brands, supporting Oppong et al. (2021) and Verhoef (2021). Although Evangelism produced the smallest standardized coefficient, its statistically significant effect demonstrates that recommendations, positive word-of-mouth, and shared consumer experiences also influence brand preference, consistent with Kanchan (2026). Overall, the findings support the proposed behavioral model by showing that the combined dimensions of the 4E's of Marketing provide a relevant framework for explaining consumer choice within the defined study setting (Ologunbe & Taiwo, 2023).

3.2.2 Predictive Power of the 4E's of Marketing on Consumer Choice

The regression analysis yielded an R value of 0.72, indicating a strong positive relationship between the combined dimensions of the 4E's of Marketing and consumer choice. The model accounted for 52% of the variance in consumer choice ($R^2 = 0.52$; Adjusted $R^2 = 0.51$), demonstrating substantial explanatory power. The overall regression model was statistically significant, $F = 80.45$, $p < .001$, indicating that Experience, Exchange, Evangelism, and Everyplace collectively provided a reliable prediction of consumer choice among the selected respondents.

Figure 1. Regression Model of the 4E's of Marketing Predicting Consumer Choice

(Standardized Regression Coefficients)



Note. The values presented are standardized regression coefficients (β) indicating the unique contribution of each dimension of the 4E's of Marketing to consumer choice.

The model demonstrates that the four dimensions collectively provide substantial explanatory power for consumer choice. The stronger contribution of Experience reinforces the importance of emotionally engaging brand encounters, while Everyplace, Exchange, and Evangelism complement consumer decision-making by strengthening accessibility, perceived value, and social influence. These findings support the integrated application of the 4E's of Marketing as a consumer-centered framework for influencing consumer choice in the accessible luxury market (Ahmadian et al., 2023; Kanchan, 2026; Ologunbe & Taiwo, 2023; Oppong et al., 2021; Verhoef, 2021).

3.3 Effect of Consumer Choice on Brand Loyalty

3.3.1 Influence of Consumer Choice on Brand Loyalty

Consumer choice had a significant positive effect on brand loyalty toward accessible luxury brands. Regression analysis yielded a standardized beta coefficient of 0.68, a t -value of 12.45, and a p -value below .001. The positive coefficient indicates that higher levels of consumer choice were associated with stronger brand loyalty. Consumers who consistently evaluated, selected, and preferred a particular brand were therefore more likely to demonstrate continued patronage and long-term commitment.

The predictive equation was expressed as: **Brand Loyalty = a + 0.68(Consumer Choice)**

The findings confirm that consumer choice is a strong predictor of brand loyalty and support the sequence proposed in the behavioral model. Consistent with Consumer Decision-Making Theory, favorable consumer evaluations and brand selection may influence subsequent behavioral responses, including repeat purchasing and sustained brand preference. Consumers who repeatedly select a particular brand may gradually develop trust, emotional attachment, and commitment. Hossain and Kibria (2024) emphasized that positive consumer experiences, preference, and perceived value contribute to stronger and continued brand loyalty. Morgan and Hunt (1994) further explained that trust and commitment are central to the development of sustained consumer-brand relationships. The findings position consumer choice as an important intervening mechanism within the proposed behavioral framework. However, the significant direct relationship between consumer choice and brand loyalty should not, by itself, be interpreted as conclusive evidence of statistical mediation. A formal mediation conclusion would require a reported indirect-effect analysis and an appropriate significance test or confidence interval.

3.3.2 Predictive Power of Consumer Choice on Brand Loyalty

The regression model demonstrated a strong positive relationship between consumer choice and brand loyalty, with an R value of 0.68. Consumer choice explained 46% of the variance in brand loyalty ($R^2 = 0.46$). The overall model was statistically significant, $F = 155.00$, $p < .001$, confirming that consumer choice provided a reliable prediction of brand loyalty among the selected respondents. The study originally reported an Adjusted R^2 of 0.51. Because an adjusted coefficient of determination ordinarily should not exceed the corresponding R^2 in a simple regression model, this value must be verified with the statistician before final publication. The corrected Adjusted R^2 should be inserted only after confirmation from the original statistical output. The model demonstrates that favorable consumer evaluations and repeated brand selection are associated with stronger long-term commitment and purchasing intentions. Nevertheless, because consumer choice explained 46% of the variance, other factors not included in the model may also contribute to brand loyalty, such as trust, satisfaction, product quality, emotional attachment, perceived prestige, and relationship quality. Overall, the results reinforce consumer choice as a critical behavioral mechanism connecting marketing-related evaluations with sustained brand loyalty within the proposed framework (Daga & Indriakati, 2022; Hossain & Kibria, 2024; Saewanee et al., 2024).

3.4 Structural Behavioral Model of the 4E's of Marketing, Consumer Choice, and Brand Loyalty

3.4.1 Structural Relationships Among the Study Variables

The structural behavioral model showed that all specified direct relationships among the study variables were positive and statistically significant. Experience had the strongest direct effect on consumer choice ($\beta = 0.36$, $p < .001$), followed by Everyplace ($\beta = 0.24$, $p < .001$), Exchange ($\beta = 0.21$, $p = .001$), and Evangelism ($\beta = 0.18$, $p = .003$). Consumer choice also had a strong positive effect on brand loyalty ($\beta = 0.68$, $p < .001$). These findings support the specified direct paths in the proposed model. They indicate that Experience, Exchange, Evangelism, and Everyplace significantly predict consumer choice and that consumer choice subsequently predicts brand loyalty. Consistent with Consumer Decision-Making Theory, the 4E's of Marketing may function as external marketing stimuli that shape consumer evaluations and purchasing decisions. The strong influence of Experience emphasizes the importance of meaningful and memorable brand interactions in consumer decision-making, supporting Ahmadian et al. (2023). The significant effects of Exchange and Everyplace indicate that perceived value and omnichannel accessibility are important determinants of consumer preference, consistent with Oppong et al. (2021) and Verhoef (2021). The significant effect of Evangelism also demonstrates that recommendations, advocacy, and shared consumer experiences contribute to brand preference, supporting Kanchan (2026). Meanwhile, the strong relationship between consumer choice and brand loyalty is consistent with Relationship Marketing Theory, which emphasizes the importance of favorable experiences, trust, preference, and commitment in developing long-term consumer-brand relationships (Morgan & Hunt, 1994). The structural sequence supports the interpretation of consumer choice as an intervening mechanism between the 4E's of Marketing and brand loyalty. However, because no separate indirect-effect coefficient, bootstrap confidence interval, or formal mediation significance test was reported, the findings should not be described as confirming a mediating effect.

3.4.2 Model Fit and Validation of the Structural Behavioral Model

The Structural Equation Model demonstrated satisfactory fit based on the reported goodness-of-fit indices. The model obtained a Comparative Fit Index (CFI) of 0.95, a Tucker–Lewis Index (TLI) of 0.94, a Root Mean Square Error of Approximation (RMSEA) of 0.05, and a Standardized Root Mean Square Residual (SRMR) of 0.04. These values satisfied the established acceptance criteria and indicate that the proposed structural behavioral model adequately represented the specified relationships among the 4E's of Marketing, consumer choice, and brand loyalty. The satisfactory goodness-of-fit indices provide empirical support for the adequacy of the proposed model in explaining the observed data from the selected respondents in Antipolo City. The results indicate that experiential, value-based, advocacy-related, and accessibility-related marketing dimensions operate collectively in shaping consumer choice, which subsequently contributes to brand loyalty. The findings support Consumer Decision-Making Theory and Relationship Marketing Theory by demonstrating that marketing-related evaluations are associated with immediate brand-selection decisions and longer-term consumer-brand relationships. They also align with Shahid et al. (2022), who emphasized the influence of customer experience across multiple touchpoints on consumer decision-making and long-term relationships. Similarly, Saleh and Nurhilalia (2024) highlighted the combined influence of experiential, social, and value-related factors on consumer choice and loyalty. Kalyoncuoglu (2025) also established that experiential marketing dimensions influence consumer behavior, while Mada (2024) emphasized that the 4E's framework operates as an integrated consumer-centered marketing system. Although the model demonstrated satisfactory fit, good fit indices do not independently establish causality or statistical mediation. The model should therefore be interpreted as an empirically supported representation of the specified relationships among the variables within the selected sample and study locale.

3.5 Strategic Marketing Implications

The significant relationships among the 4E's of Marketing, consumer choice, and brand loyalty provide practical directions for accessible luxury brands serving consumers with characteristics similar to the respondents in Antipolo City. Because Experience emerged as the strongest predictor of consumer choice, businesses should prioritize meaningful and memorable customer experiences through engaging in-store environments, personalized digital interactions, responsive customer service, and effective post-purchase engagement (Balazon et al., 2025). Strengthening experiential marketing may enhance consumers' emotional connections and increase the likelihood that a brand will be considered and selected. The significant influence of Exchange indicates that organizations should strengthen and clearly communicate their value propositions. Marketing communication should emphasize product quality, craftsmanship, affordability, perceived prestige, durability, and the benefits received relative to cost. Product demonstrations, brand storytelling, warranties, transparent pricing, and loyalty incentives may help consumers recognize the value offered by accessible luxury brands. The positive effect of Everyplace highlights the importance of maintaining an integrated omnichannel presence. Accessible luxury brands should connect physical stores, e-commerce platforms, websites, mobile channels, and social media to improve convenience and provide consistent brand information throughout the consumer journey. The comparatively lower evaluation of continuous interaction further suggests that brands may strengthen real-time digital support and responsiveness. Evangelism also significantly contributed to consumer choice, emphasizing the importance of customer advocacy and positive word-of-mouth. Businesses may encourage referrals, customer testimonials, user-generated content, brand communities, and appropriate collaborations with loyal consumers or micro-influencers. These approaches may increase credibility and expand consumer reach through authentic recommendations.

Finally, the strong influence of consumer choice on brand loyalty indicates that accessible luxury brands should convert favorable consumer evaluations and initial brand selections into long-term relationships. Customer relationship management, personalized communication, loyalty programs, consistent service, and retention initiatives may help strengthen continued preference and repeat patronage. Integrating Experience, Exchange, Evangelism, and Everyplace into a unified consumer-centered marketing strategy may strengthen consumer choice and brand loyalty. However, these implications should be applied cautiously because the findings are based on selected consumers in Antipolo City, Philippines, and do not represent the entire national accessible luxury market.

4. Conclusion & Recommendations

The study concludes that the 4E's of Marketing—Experience, Exchange, Evangelism, and Everyplace—significantly predict consumer choice toward accessible luxury brands among the selected consumers in Antipolo City, Philippines, with Experience emerging as the strongest predictor. Consumer choice also significantly predicts brand loyalty, indicating that favorable brand evaluations and selection decisions contribute to continued preference and long-term consumer commitment. Within the proposed structural behavioral model, consumer choice functions as an intervening mechanism between the 4E's of Marketing and brand loyalty; however, a formal mediation effect cannot be conclusively claimed without a separate indirect-effect analysis. The satisfactory model-fit indices further indicate that the proposed model adequately represents the relationships among the study variables and provides a practical basis for consumer-centered marketing decision-making within the defined study context.

Accessible luxury brand managers and marketing practitioners are encouraged to adopt the Consumer Behavior Strategy Application Framework and implement an integrated marketing approach that strengthens customer experience, communicates value effectively, improves omnichannel accessibility, and promotes customer advocacy. The four dimensions of the 4E's of Marketing should be aligned within a unified strategy to strengthen consumer choice and sustain brand loyalty. Consumers are encouraged to make informed purchasing decisions by considering product quality, overall value, accessibility, and brand experience. Academic institutions may incorporate contemporary marketing concepts, including the 4E's of Marketing, into business and marketing education, while future researchers may examine additional variables, broader populations, diverse market settings, and longitudinal perspectives.

The study was limited to selected consumers of accessible luxury brands in Antipolo City, Philippines, and examined only the relationships among Experience, Exchange, Evangelism, Everyplace, consumer choice, and brand loyalty. Because the findings were based on the selected respondents, study locale, and variables included in the model, they should not be generalized to the entire Philippine market or to other consumer groups, industries, and geographic settings. Future studies may include additional behavioral and marketing variables, wider geographic coverage, more diverse respondent groups, and longitudinal research designs to provide a more comprehensive understanding of consumer choice and brand loyalty.

Compliance with ethical standards

The study was conducted in accordance with applicable institutional and research ethics principles. Prior to data collection, approval and permission were obtained from the appropriate school authorities. Participants were informed of the study's purpose, procedures, voluntary nature, and their right to decline or withdraw without penalty, and informed consent was secured before questionnaire administration. Confidentiality and anonymity were maintained, and all data were used solely for academic purposes and reported in aggregate form. The research instrument underwent expert validation and pilot testing to establish its clarity, appropriateness, and reliability. The author accepts full responsibility for the accuracy, originality, integrity, and reporting of the study, and all relevant contributions and sources were properly acknowledged. Any funding support and potential conflicts of interest were disclosed to the journal, and applicable authorship and copyright requirements were observed.

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