

UNVEILING CONSUMER AFFECTION: EXPLORING THE PSYCHOLOGICAL FORCES DRIVING LOVE AND WILLINGNESS TO PAY FOR PREMIUM LAPTOP BRANDS

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Abstract

Premium laptop brands are increasingly loved by consumers, and despite the high prices, they are still willing to pay. This study aims to determine the driving factors of consumer brand love and willingness to pay for premium laptop products. Psychological factors such as social status, Fear of Missing Out (FOMO), and Hedonism are driving factors. The survey technique was used to collect data on the answers of premium laptop consumer respondents using purposive sampling of 633 buyers of premium laptop products. Data analysis of data processing and presentation using Structural Equation Modeling using SmartPLS 4.0 software. The results showed that social status and Hedonism are driving factors for brand love and willingness to pay for premium laptop products. Next, FOMO feelings also cause hedonism, but cannot make customers willingness to pay (WTP). The role of brand love and hedonism can mediate social status and FOMO on willingness to pay.

Keywords: FOMO; Status Social; Hedonism; Willingness to Pay; Brand Love

JEL Classification: M31, C12, P46

Article History: Submitted: 2023-12-06; Revision: 2024-01-08; Accepted: 2024-01-09; Published: 2024-01-15

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How to Cite: Nofrizal, N., N, A., Aznuriyandi, A., Lubis, N., & Zainuddin, M. T. (2024). Unveiling Consumer Affection: Exploring the Psychological Forces Driving Love and Willingness to Pay for Premium Laptop Brands. *Media Ekonomi dan Manajemen*, 39(1), 151-182.

INTRODUCTION

Laptop premium is a symbol of status for many consumers, with popular brands like Apple MacBook Pro, Dell XPS, HP

Spectre, and Microsoft Surface offering high-quality, detail-oriented, and reputable laptops (Ho et al., 2017; Streams & Gershgorn, 2018). Consumers pay a premi-

um for these laptops to enhance their lives, relationships, and affiliations with advanced technology. Over time, the preference for premium laptops has increased, offering better specifications, better fit, slim, and premium build quality (Monica & Indrawati, 2020). Consumers are attracted to premium laptops to show their high social status or to gain recognition from a particular social group (Zhang et al., 2020). FOMO can drive interest in premium laptop brands. When someone sees friends, family, or public figures using impressive premium laptops, they may feel intrigued and want to have a similar experience (Tarka et al., 2022). Customers who embrace a hedonistic lifestyle are attracted to organic products because they can provide a higher enjoyment and satisfaction experience, albeit at a higher price compared to other alternatives. The similarity with the appeal of premium laptop brands lies in the effort to meet the needs and preferences of consumers who prioritize quality and superior experience (Huo et al., 2023). Brand love for a premium laptop brand because they feel emotionally connected or identify with the brand (Khan et al., 2022). Certain brands have values or missions that align with users' personal values and interests such as the Apple brand for graphic design, business, and Photography. Asus Rog, Lenovo Legion, and Dell Alienware for PC and online gamers. Lenovo ThinkPad series, HP Spectre, and Microsoft Surface Pro for high-end machinists and businesses. This laptop product is not a premium product for countries that are included in developed countries (Investopedia team, 2023), but in Indonesia is a premium laptop. Meanwhile, Statista (2023) reports The Laptop Market in Indonesia is projected to grow by 4.32% (2023-2028) resulting in a market volume of US\$3.30 billion by 2028, even though it is a developing country not a developed country, with an annual per capita expenditure in Indonesia of 22.9 million rupiah in 2021 which is relatively low, but still

wants to own a premium laptop (Statista, 2021).

Furthermore, some recent research on brand love can be influenced by self-brand connections and materialism (Le, 2021), experience and personality (Langner et al., 2016), Role of Online Customer Experience and Relationship Quality (Mustafa et al., 2022), level of quality and anthropomorphism (Rauschnabel & Ahuvia, 2014), brand identification and brand defense (Dalman et al., 2017), brand trust and brand attachment (Bagozzi et al., 2016) Control of perceived behavior and religious beliefs (Yousef et al., 2022), Obsessive arousal and Brand addiction (Le, 2023) Brand trust, Inner Self, and Social self (Banerjee & Chaudhuri, 2021), Emotional attachment, Brand popularity, Brand authenticity, and Brand self-expression addiction (Babić-Hodović et al., 2023), Consumer brand identification and Brand addiction (Ghorbanzadeh, 2023) Hedonic self-expression and brand (Siddique & Rajput, 2022). However, there have been no studies testing social status against brand love, even though social status has a strong relationship with brand love (Rahman et al., 2021; Nawaz et al., 2020). Customers of brand love product tablet PCs are driven by current social status (Zhang et al., 2020), brand love can lead to higher-order feelings in social status (Mustafa et al., 2022). So this test will contribute to the theory in the development of brand love theory, that customer social status can cause brand love specifically for premium laptops at high prices.

Meanwhile, some previous studies show that the factors that encourage the willingness to pay (WTP) are income, service quality, and perception (Noor Aizuddin et al., 2012), Perceived strength of brand origin, and Brand love (Siew et al., 2018), Price and Perceived fairness (Kim et al., 2018) CSR Actions and Brand Value (Diallo et al., 2020) Lifestyle advertising, Product-centered advertising, Abstractness,

and Brand familiarity (Massara et al., 2019), Online reviews and Travel magazines (Belarmino et al., 2021), Counterfeiting and Brand awareness (Romani et al., 2012), Consumer preferences (Hulshof & Mulder, 2020), Value perception, Price sensitivity, and Reference group (Yang et al., 2021), prevention practice, and the duration of vaccine protection (Yeo, H. Y., 2018), Video Clips (Keramitsoglou et al., 2017). However, there have been no studies examining the role of FOMO, brand Love, and hedonism on willingness to pay, even though FOMO can encourage WTP if products are sold in limited editions on social media and tourism (Saavedra & Bautista, 2020; Luo et al., 2021). Brand love increases the availability of WTP TV streaming Netflix (Santos & Schlesinger, 2021) and generation Y and Z consumers on social media (Wallace et al., 2021). The higher the level of customer hedonism towards Chinese organic food and luxury goods products, the higher the WTP (Huo et al., 2023; Holmqvist et al., 2020). Therefore, this test will contribute to the theory of limited willingness to pay, that WTP can also be influenced by FOMO, brand love, and customer hedonism, especially premium laptop products.

On the other hand, based on the object of research about Social status, Brand love, FOMO, Hedonism product, and Willingness to Pay have addressed this topic on luxury products (Mandler et al., 2020), Product fashion (Siddique & Rajput, 2022), Jewelry brand Pandora (Dias & Cavalheiro, 2021), TV streaming brand services (Netflix) (Santos & Schlesinger, 2021), Generation Y and Z consumers follow brand love on social media (Wallace et al., 2021), new automobile buyers (Dwivedi et al., 2018), consumer packaged food (Anselmsson et al., 2014) brand love in online customer (Mustafa et al., 2022), Korean Luxury Cosmetics (Kang et al., 2020), luxury brand (Hagtvedt & Patrick, 2009), consumer demographic characteristics (Tarka et al.,

2022), in tourists (Tiwari et al., 2021), Alcoholic Beverage in Bali (Dwisuardinata & Darma, 2022), pariwisata (Luo et al., 2021), people's maladaptive hedonism (Ksendzova et al., 2015), Chinese organic food industry (Huo et al., 2023), luxury goods (Holmqvist et al., 2020), in German (Rahman et al., 2021), on tablet PCs (Zhang et al., 2020), gender and age of consumers (Nawaz et al., 2020), customer in Vietnam (Le, 2021), in Pakistan (Khan et al., 2022), in Peru (Jaunky et al., 2019), individuals on social media (Wegmann et al., 2017), e-commerce in Indonesia (Kamalia et al., 2022), sport team (Lee & Na, 2023), pediatric medicine (Moro et al., 2022), health insurance (Setegn et al., 2021), luxury handbag market in online marketplaces (Yuan et al., 2020) and health services (Gugushvili, 2022).

Based on existing studies on brand love (BL), there are no studies that link the role of social status, FOMO, and Hedonism as independent variables, and on willingness to pay only one study that relates Brand Love to the willingness to pay (Siew et al., 2018). Based on the research object of previous studies, there has been no research on electronic products, especially Premium Laptops. In addition, the research model developed is still limited and there are still many research gaps in the factors that drive brand love and willingness to pay, such as connecting the role of consumer psychological factors (social status, FOMO, and Hedonism) in driving Brand Love and Willingness to Pay. Therefore, the motivation of this study is to determine what psychological factors encourage a consumer to love the brand and willingness to pay for premium laptops and analyze the role of hedonism moderating between FOMO, social status, brand love, and willingness to pay for premium laptop products. The novelty of this research is the use of consumer psychology factors (social status, FOMO, and Hedonism) as determinants of Brand Love and Willingness to Pay. The object of research is consumers of premium laptop

products, and research locations in Indonesia which are classified as developing countries. In addition, the hedonism variable is used as a moderating variable which is still rarely analyzed. Thus, this research has a high level of originality that will contribute to and complement the marketing science literature, especially brand development and brand love as well as the willingness to pay for literature available on health, insurance, food, and fashion products.

LITERATUR REVIEW AND DEVELOPMENT HYPOTHESIS

Role Brand Love with Hedonism

Brand love can be thought of as a strong emotional, cognitive, and behavioral connection between a consumer and a brand (Blackston, 2018). Brand love is the emotional attachment that consumers have to a brand, which is influenced by the hedonic aspects of a product (Dias & Cavaleiro, 2021). Brand love is the passion and long-term commitment of a person to a favorite brand (Batra et al., 2012). Brand love which includes brand-self integration, desire-driven behavior, positive emotional connection, and attitude valence (Ward, 2015). The multidimensional brand love model consists of seven elements: passion-driven behavior, self-brand integration, positive emotional connection, long-term relationship, anticipated separation distress, positive overall attitude valence, and attitude strength (Batra et al., 2012). Brand love, as a relational construct, is conceptualized as the degree of emotional attachment that satisfied consumers have to a particular trademark (Carroll & Ahuvia, 2006). The perceived hedonic value of a product influences consumer beliefs, desires, and expectations (Siddique & Rajput, 2022). Brand love is positively associated with the hedonic features of a product, as consumers' feelings of liking are greater towards brands that shape their self-identity. Masstige brands with hedonic and

symbolic features can generate positive consumer influence on social media (Mandler et al., 2020). Hedonic brand aspects can predict brand love (Siddique & Rajput, 2022). Hedonic aspects and brand love have a positive relationship (Carroll & Ahuvia, 2006). Brand love can be moderated by compulsive buying of brands in Vietnam (Le, 2021). Hedonic pleasure and escapism directly affect brand love (Junaid et al., 2019). Hedonic features of a product, such as perceived hedonic benefits of the product and design can also contribute to the promotion of emotion (Chitturi et al., 2008). In addition, brand love can reinforce the feeling of hedonism in luxury products (Mandler et al., 2020). Hedonism has a positive effect on brand love in Product fashion (Siddique & Rajput, 2022), and storytelling has a positive effect on brand love in the Jewelry brand Pandora (Dias & Cavaleiro, 2021). So, the hypothesis proposed is:

H1: Brand love has a positive and direct effect on Hedonism

Role Brand Love with Willingness to Pay

Mustafa et al (2022) Brand love is a key factor in driving consumers' willingness to pay a premium price for a brand. Brand love is a strong and positive relationship/bond between an individual and a brand (Aro et al., 2018). There is a feeling of intimacy and closeness with the loved brand (Bairrada et al., 2018), passion for the brand (Carroll and Ahuvia, 2006), positive emotions in response to the brand (Joy) and attraction to the brand (Albert et al., 2008). In addition, some negatives have also been identified that brand lovers can damage the brand image (Daniels et al., 2020; Story, 2020). If brand failures are severe and consumers stop associating the brand with fairness and goodwill, they can feel betrayed and love can turn to hate (Zhang et al., 2020), then consumers who have a strong relationship with the brand will forgive the failure if the brand owner

apologizes and admits the mistake Grégoire et al., 2009). Aro et al (2018) noted that brand-love relationships might change over time. Wallace et al (2014) dimension of brand love consist of Quality and features, Self-conformity, Passion for the brand, Loyalty, Delight, and Satisfaction. Willingness to pay is the highest price level at which the consumer is willing to pay for goods or services (Homburg et al., 2005). Dimensions of willingness to pay: awareness, brand associations, perceived quality, and uniqueness (Anselmsson et al., 2014). Certain motives lead products to set successful premium prices in the market, such as brand equity (Dwivedi et al., 2016), country of origin (Capelli et al., 2019), and brand love (Bairrada et al., 2019). When consumers have a strong emotional attachment to a brand, they tend to be willing to pay more for it and to engage with the brand in ways that create value for both the consumer and the brand (Santos & Schlesinger, 2021). Love for the brand can drive willingness to pay a premium price for fashion products (Bairrada et al., 2019). When consumers feel loyal to a brand, they are more likely to be willing to pay a higher price for it, even if there are other competing brands available in the market at a lower price (Santos & Schlesinger, 2021). In addition, brand love was found to mediate the relationship between brand experience and willingness to pay a premium price (Anselmsson et al., 2014). Brand love is also able to drive the willingness to pay for TV streaming brand services (Netflix) (Santos & Schlesinger, 2021), Generation Y and Z consumers follow brand love on social media (Wallace et al., 2021), brand love positive effect to the willingness to pay new automobile buyers (Dwivedi et al., 2018), Brand love has a significant impact to willingness to pay packaged food (Anselmsson et al., 2014). So, the hypothesis proposed is:

H2: Brand love has a positive and direct effect on willingness to pay

Role FOMO with Hedonism

FOMO or 'missing out' is mentioned or specifically implied and the context is the stimulation of demand, use, or purchase of a product (Hodkinson, 2016). Whereas Przybylski et al (2013) define FOMO as a pervasive apprehension that others might be having rewarding experiences from which one is absent. 'Missing out' and temporal appeals have long been a part of personal selling sales 'closes'; however, in the case of an external FOMO appeal, they are an initiating tactic. FOMO includes both an affective component (fear, anxiety, apprehension, uneasiness) and a cognitive component that involves comparing one's own experiences to those of others, and to experiences one could have had (Neumann, 2020). FOMO is an established phenomenon in modern culture and the popular press. As a result, the commercial industry has also successfully exploited this concept through FOMO-based advertising appeals. through FOMO-based advertising appeals (Hodkinson, 2016). FOMO and consumer behavior have a relationship in individual investment (Argan et al., 2022). One of the driving factors of FOMO is narcissism to show the products it has, to invoke admiration (Casale & Banchi, 2020). FOMO in individuals will lead to irrational changes in behavior (Elhai et al., 2016) Included in the field of marketing (Good & Hyman, 2020; Saleh, 2012; Kang et al., 2019). FOMO has a positive effect on the purchase of hedonic services in collectivist and controlled societies, in addition, Hedonic potential, which refers to the promise of pleasure, can drive brand extension and evaluation, this suggests that hedonism can be a key driver of brand success (Hagtvedt & Patrick, 2009). FOMO can influence hedonic consumption by encouraging consumers to seek out hedonic experiences, increasing the perceived value of hedonic services, and leading to herd consumption behavior. Companies can leverage FOMO to increase demand for hedonic products and

services by creating a sense of scarcity and exclusivity (Kang et al., 2020). The results of the study state that FOMO positive and significant impact on hedonism for Korean luxury cosmetics (Kang et al., 2020). FOMO can play an important role in the consumption process in terms of driving purchases (Kang et al., 2020). FOMO can also affect hedonic services (Munawar et al., 2021). FOMO positive Influence on Hedonism for luxury brands (Hagtvedt & Patrick, 2009). FOMO positive impact on hedonism based on consumer demographics (Tarka et al., 2022). FOMO positive influence on hedonism in tourists (Tiwari et al., 2021). So, the hypothesis proposed is:

H3: FOMO has a positive and direct effect on Hedonism

Role FOMO with Willingness to Pay

The first study on Fear of Missing Out (FOMO), was conducted by Przybylski and colleagues in 2013 (Lai et al., 2016). FOMO (Fear of Missing Out) is the persistent fear that others may have positive experiences while one is not present (Kang et al., 2020). In marketing science effectiveness of externally initiated FOMO appeals in marketing and advertising (Hodkinson, 2016). Dimension FOMO consists of Fear of other people having more value, Fear of friends having more valuable experiences, the importance of understanding friends' jokes, and Fear of missing the moment (Przybylski et al., 2013; Good & Hyman, 2020). Hodkinson (2016) also recognized that FOMO appeals impose a severe cognitive burden on consumers. Individuals who value hedonism may be more likely to engage in compulsive buying behaviors that prioritize FOMO and pleasure and enjoyment may be more likely to engage in willingness to pay resulting in overspending (Tarka et al., 2022) However, FOMO can lead to impulse purchases and regret. Therefore, it is important to consider whether the purchase is necessary

and whether it is in line with personal values and goals. In some cases, it can also lead to regret and financial difficulties (Good & Hyman, 2020; Saleh, 2012). The reason is that a purchase decision is also a decision to belong to a particular peer group and therefore, a positive purchase decision is motivated by the fear of being excluded from such a group (Kang et al., 2019). Individuals who are afraid of losing their connection with their peers engage in behaviors (Pentina et al., 2012). It is important for consumers to be aware of the influence of FOMO on their purchasing decisions and to make choices based on their own needs and values (Luo et al., 2021). FOMO can also affect the perceived value of a product or service, as consumers may be willing to pay more for something rare or exclusive (Dwisuardinata & Darma, 2022). From some of the findings, FOMO indirectly affects the willingness to pay for alcoholic beverage products in Bali (Dwisuardinata & Darma, 2022). FOMO (fear of missing out) can have an impact on consumers' willingness to pay (Good & Hyman, 2020). FOMO has a positive effect on increasing concern and reinforcing stability on conformity consumption of culturally associated brands (Kang et al., 2019) FOMO and hedonism have a role to play in improving willingness to pay in tourism (Luo et al., 2021). FOMO was able to moderate between social isolation dan social anxiety with a willingness to share on social media. FOMO has a positive impact on perceived behavior control, purchase intention, and customer behavior (Saavedra & Bautista, 2020). So, the proposed hypothesis is:

H4: FOMO has a positive and direct effect on willingness to pay

Role Hedonism with Willingness to Pay

Hedonism is a philosophical concept that prioritizes pleasure over other values (Dietz, 2021; Lelkes, 2021). Hedonism as "self-exciting pleasurable feelings" (Kim et al., 2010). Hedonism acts as the primary

determinant of the perceived value of the experience (Duman & Mattila, 2005). Hedonists have a favorable attitude toward pleasure and actively pursue its benefits (Veenhoven, 2003). This personality drives a person to seek pleasure (Tatarkiewicz, 1949). The pursuit of pleasure and happiness can become a never-ending cycle (Lyubomirsky, 2010, Yu & Jing, 2016). Regards the achievement of mentally and physically induced sensations of pleasure as the final goal of life (Griffin, 2002). Hedonism has penetrated many aspects of Western culture through this process seemingly facilitated on and through social media (Daudi, 2022). The impact of hedonism causes consumer purchase intention (Anisimova, 2016). Hedonism in one's lifestyle is independently associated with perceived happiness (Joshnloo & Jarden, 2016). A view that pleasure is a basic ethical or normative value (Endola, 2006). Hedonism theory grew out of concerns in business ethics and consumption that gave rise to 'alternative hedonism' as a response to those concerned about the relationship between corporations and the good life of consumers (Lykke, 2016; Jamal, 2004). In the context of willingness to pay, hedonistic attitudes have a positive effect on consumers' willingness to pay for premium products (Huo et al., 2023), This is because consumers who prioritize pleasure are more likely to be willing to pay more for products that give them a pleasurable experience. Hedonistic attitudes may play a mediating role in the influence of trust attributes and willingness to pay (Ksendzova et al., 2015). Moreover, the pursuit of pleasure can be maladaptive and lead to negative consequences. These findings indicate the role of hedonism's positive effect on customers' willingness to pay a study on people's maladaptive hedonism (Ksendzova et al., 2015), Chinese organic food industry (Huo et al., 2023). Hedonism that prioritizes pleasure can play a role in consumers' willingness to pay for luxury goods (Holmqvist et al., 2020). Hedonism can be used in marketing to

entice consumers to purchase products or services that provide a pleasurable experience (Caruana et al., 2019). Hedonism leads to a higher desire to pay for products or services that provide a pleasant experience (Hirschman & Holbrook, 1982) So, the hypothesis proposed is:

H5: Hedonism has a positive and direct effect on willingness to pay

Role Social Status with Brand Love

Social status is one of the main components of social stratification, the way people are hierarchically placed in society (Cheng, 2016). Social status refers to the level of social value that a person is considered to have (Chan, 2010). Social status can be determined by a variety of characteristics, including race, ethnicity, gender, age, skin color, economic class, caste, religious sect, and regional grouping (Kerbo, 1983). A person's social status can be influenced by their profession, clothing, car, political affiliation, electronics, and affiliation with schools, groups, or organizations (Fiske et al., 2010). People with high social status have privileges in society that people with low status do not have (Prato et al., 2019), this may include being treated with more respect (Roberts et al., 2019). Brand love is an important factor in building strong relationships between consumers and brands (Nawaz et al., 2020). Social status can play a role in brand love, as consumers tend to align themselves with their social group in order to feel a connection with them (Le, 2021). Consumers who love brands are more likely to engage in active behavior within the brand community, which can lead to the development of attitudinal and behavioral loyalty (Zhang et al., 2020). Social status can create a brand community that builds a strong relationship between brand love and consumers (Le, 2021) consumers who perceive brands as self-identity/social status and unique in terms of their function, sensory experience, and

communication are more likely to develop brand love if they are also satisfied with the brand (Rahman et al., 2021). Testing the relationship social status positive effect on brand love (Rahman et al., 2021), social status positive effect on brand love for product tablet PCs (Zhang et al., 2020), brand love can lead to higher-order feelings in social status (Mustafa et al., 2022) social status positive effect on brand love (Nawaz et al., 2020), social identity and self-esteem positive effect on brand love (Le, 2021). So, the hypothesis proposed is;

H6: Social status has a positive and direct effect on brand love

Role Social Status with Hedonism

People with higher socioeconomic status tend to have higher social status overall (Taylor, 2016). Socioeconomic status is measured by examining a person's income, education, and occupation, as well as other factors such as place of residence and ethnic origin (Sedikides & Guinote, 2018). Economic differences within society as a whole, and are usually broken down into three tiers: high, middle, and low (Swencionis & Fiske, 2019). Dimensions of Social Status are Idol / Role Model, Income, and Upper class (Kotler et al., 2017). Social status can influence thoughts, feelings, and behaviors, with upper-class individuals showing a stronger self-focus and less concern for the well-being of others (Badaly et al., 2012). Social status can play a role in hedonism. Consumers with higher social status may have greater access to resources that can provide pleasure, such as expensive vacations or luxury goods (Chen et al., 2019). In addition, social status can influence the types of activities people engage in to seek pleasure. For example, customers with higher social status may be more likely to attend exclusive events or engage in activities that are seen as prestigious (Ksendzova et al., 2015; Marsasi & Yuanita, 2023). Hedonism and

materialism as negative effects of social change in American society in the 1920s. It led to behaviors such as excessive drinking, a shift in the meaning of modernity for women, a free spirit, and the pursuit of wealth and social status as a measure of happiness (Neha, 2012). Hedonism is a character trait that shows social status, possessions, and wealth are seen as symbols of social status, and they are used to achieve personal satisfaction (Hudders, 2012). Dimensions of hedonism are social shopping, value shopping, interest and high satisfaction, and financial management (Evanschitzky et al., 2014). Previous studies have also stated a close relationship, between social status positive impact on hedonism for Prada products (Hudders, 2012), hedonism, and status social negative in America (Neha, 2012), Low social status positively affect hedonic products because it can help them offset or hide their low social status (Chen et al., 2019), social status positive effect on hedonism in maladaptive educational website (Ksendzova et al., 2015). There is a correlation of social status to the relationship between hedonism and happiness (Joshnloo & Jarden, 2016), social status and hedonism have a positive role in purchasing luxury handbag products (Zolkepli et al., 2023). So, the hypothesis proposed is

H7: Social Status has a positive and direct effect on hedonism

Role Social Status, Brand Love and Hedonism

Hedonism can be influenced by social status, brand love, and social change. It can manifest in behaviors such as excessive consumption, pursuit of wealth, and seeking pleasure and enjoyment (Lelkes, 2021). In Peru exploring the relationship between hedonism and brand love It was found that factors such as status gained through spending, the pleasure of consuming, and the hope of escaping social marginalization through consump-

tion were significantly related to people's happiness (Jaunky et al., 2019). In shopping centers in Pakistan, it was found that repurchase and hedonism are key indicators of social status, entertainment, ideas, and their level of satisfaction (Khan et al., 2022). Brand love, which refers to a strong emotional attachment and loyalty to a brand, may moderate the relationship between social status and hedonism among customers. Customers who have strong brand love for a particular brand may be more inclined to engage in hedonistic consumption as a means to enhance their social status and derive pleasure from their relationship with the brand. Conversely, customers with lower levels of brand love may be less influenced by social status considerations and may exhibit lower levels of hedonistic consumption. Thus, the proposed hypothesis is:

H8: Brand Love mediates the positive relationship between social status and hedonism

Role Brand Love, Hedonism and Willingness to Pay

Hedonism can moderate the relationship between brand love and willingness to pay for luxury products (Chua & Zou, 2009). Customers who have a strong brand love for a particular brand may be more willing to pay a premium price for its products, even if they don't necessarily need all the features or functions (Huo et al., 2023). However, customers who exhibit hedonistic tendencies may be more likely to engage in hedonistic consumption as a means to enhance their social status, rather than simply being influenced by brand love (Khan et al., 2022). Therefore, the relationship between brand love and willingness to pay may be moderated by the extent to which customers exhibit hedonistic tendencies. Thus, the proposed hypothesis is:

H9: Hedonism mediates the positive relationship between brand love and willingness to pay

Role FOMO, Hedonism and Willingness to Pay

FOMO and hedonic lifestyle are strong factors in causing consumptive behavior in millennials (Wirasukessa & Sanica, 2023). Hedonism can reduce the influence of FOMO on sports team consumptive behavior in Generation Z (Lee & Na, 2023). In addition, hedonism can also moderate the influence of FOMO on the conformity consumption behavior of adolescent smartphone users (Kaytaz Yiğit, 2020). In another study, hedonism and hedonic motivation also played a role in e-commerce consumers' purchase impulsivity during the COVID-19 pandemic in Indonesia (Kamalia et al., 2022). Therefore, hedonism may moderate the influence of FOMO on consumptive behavior across different age groups. Meanwhile, hedonism may increase the desire for pleasure and enjoyment, but it may not necessarily increase the willingness to pay if individuals do not perceive the product or service as valuable. Therefore, while FOMO and hedonism may influence consumer behavior, the willingness to pay off individuals on social media (Wegmann et al., 2017). Thus, the proposed hypothesis is:

H10: Hedonism mediates the positive relationship between FOMO and willingness to pay

Role Social Status, Hedonism and Willingness to Pay

Consumers with higher social status or social connectedness are willing to pay a premium for luxury goods in online luxury markets (Yuan et al., 2020). In a cross-national analysis of public opinion survey data from 27 countries, people with higher perceived social status were found to express a greater willingness to pay higher taxes for better health care (Gugushvili, 2022). Meanwhile, teachers in government schools in Gondar City, Ethiopia, those with a monthly salary of more than

US\$215.6 were more likely to be willing to pay for social health insurance (Setegn et al., 2021). Consumers' willingness to pay for luxury handbags with quiet vs. prominent logos, consumers are willing to pay a considerable premium for quiet handbags compared to loud handbags (Yuan et al., 2020). This suggests that consumers may be willing to pay more for products that provide a pleasant experience. Citizens' willingness to pay for interventions for very rare pediatric diseases, Discrete Choice Experiment Willingness to Pay (DCE-WTP) and Relative Social Willingness to Pay (RS-WTP) techniques illustrate the substantive social WTP for interventions (Moro et al., 2022). So, the hypothesis proposed is:

H11: Hedonism mediates the positive relationship between social status and willingness to pay.

The conceptual model is in Figure 1. The expected result of this study is what status social and FOMO can influence the brand love and hedonism implications on willingness to pay for premium laptop brands in the attachment model.

RESEARCH METHOD

The object of this research is consumers buying premium laptop products. The laptop brands selected in the survey were eight well-known product brands in Indonesia, namely: Apple MacBook Pro, Asus Rog, Lenovo Legion, Lenovo ThinkPad series, HP Spectre, Dell Alienware, Acer Helios series, Microsoft Surface Pro. Data collection using a purposive sampling technique with this sampling can be carried out based on the subjective assessment of the respondents to select the most suitable sample for research purposes, namely, consumers who buy the eight premium laptop products. In addition, to accurately measure consumers' perceptions of the research variables, two principles for sampling were established.

First, the consumers who filled out the questionnaire must be premium laptop users to ensure the reliability of the subjects in filling out the variable items. Before the 21 question items were distributed to respondents, researchers conducted a pre-survey of 30 responses to test the validity and reliability of the results all question items were declared qualified Table 1. Table 2 contains 21 question items developed from brand theory Love (Wallace et al., 2014), FOMO (Przybylski et al., 2013; Good & Hyman, 2020), hedonism (Evanschitzky et al., 2014), social status (Kotler et al., 2017), and willingness to Pay (Anselmsson et al., 2014) results in a loading factor requirement of >0.70 (Ringle et al., 2013). All constructs were evaluated on a 5-point scale, with 1 indicating "strongly disagree" and 5 indicating "strongly agree". Second, we sent the questionnaires to the specialty stores and surveyed the Google form shared via social media of the eight laptop brands and asked the sales personnel to give the questionnaires to consumers who had purchased laptops to avoid the questionnaires being filled out by consumers who had not purchased laptops. The sampling time was 6 months. A total of 720 questionnaires were distributed, 647 of which were returned. After removing invalid questionnaires, where more than 5% of questions were missed and with regular answers, a total of 633 valid questionnaires remained, giving a response rate of 89%. The test for non-response bias was based on a comparison of early (first month) and late (sixth month) respondents in terms of the mean scores of the variable items (Armstrong & Overton, 1977; Bryman, 2012) These tests did not produce significant differences, suggesting that non-response bias may not be a big problem in this study. The operational variables in this study use 5 variables, namely Brand Love, FOMO, Hedonism, Social Status, and Willingness to Pay and all indicators can be seen in Table 1.

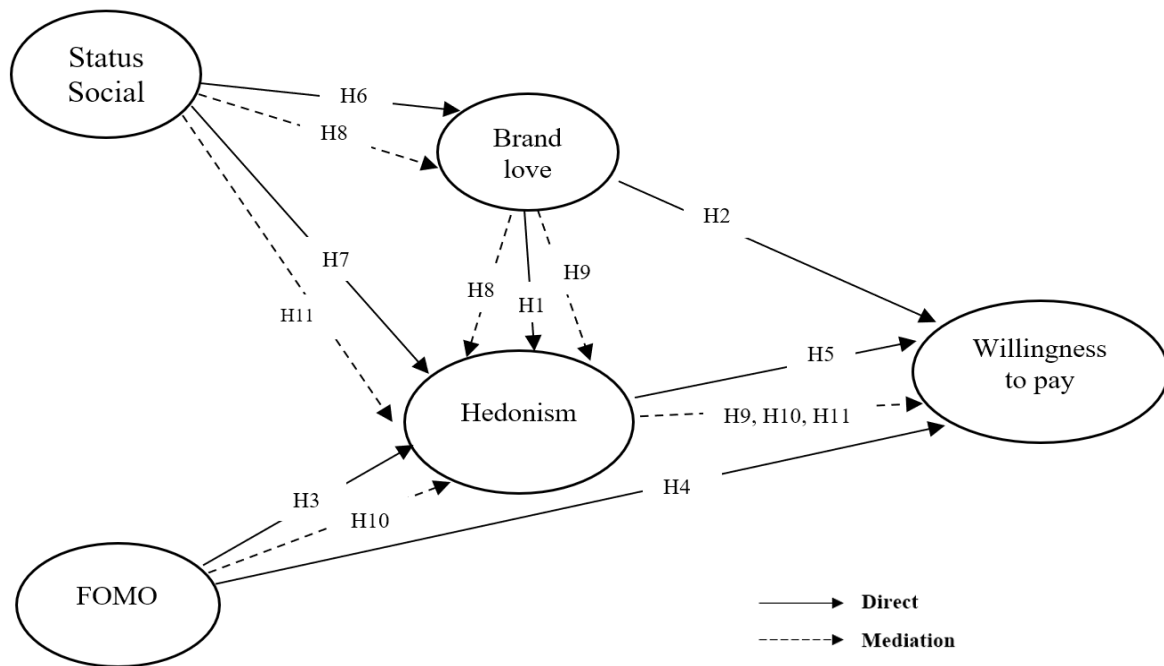


Figure 1. Visualize the research framework

Data analysis of data processing and presentation in this study is to use Structural Equation Modeling using SmartPLS 4 software, through several stages, namely; SEM modeling is a further development of path analysis, in the SEM method the causal relationship between exogenous variables and endogenous variables can be determined more fully (Ringle et al., 2009; Creswell & Creswell, 2023).

The examination of loading factors is performed to discern the cause-and-effect implications of latent variables and observed indicators. The acceptable range for factor loading is set at > 0.7 , ensuring that the composite reliability (C.R) values for all constructs surpass the threshold of 0.7, and the Average Variance Extracted (AVE) values also exceed 0.5 (Hair et al., 2021). Furthermore, the Evaluation of the Measurement Model (Outlier Model) consists of; Convergent Validity, Discriminant Validity, and Composite Reliability. Composite Reliability measures the true value of the reliability of a construct. A construct is said to be reliable if the composite reliability value must be > 0.07 (Ringle et al., 2013). Furthermore,

Evaluate the Structure Model (Inner Model). The following is the method of testing the structural model, namely; R-square values of 0.75, 0.50, and 0.25 can be concluded that the model is strong, moderate, and weak (Hair et al., 2021). This means that the higher the R2 value, the better the prediction model and the proposed research model. Furthermore, Model Fit PLS path modeling can identify global optimization criteria to determine the goodness of fit with the Gof index. Goodness of fit or Gof index developed for the model to meet the fit model criteria, the SMSR value must be less than 0.05 (Hair et al., 2021) However, based on an explanation from the SmartPLS website, the limitations or criteria for model fit include RMS Theta or Root Mean Square Theta value < 0.102 , SRMR or Standardized Root Mean Square value < 0.10 or < 0.08 and NFI value > 0.9 . Hypothesis testing will be tested with the T-test using the bootstrapping method. The goal is to allow the validity of freely distributed data, does not require normal distribution assumptions, and does not require a large sample for hypothesis testing at alpha $< 0.05\%$ This T Statistic

value is obtained from the bootstrapping process (Streukens & Leroi-Werelds, 2016).

RESULT AND DISCUSSION

Result

After collecting, tabulating, and analyzing the respondent's answer data, it is known that the characteristics of respondents based on segmentation based on male sex dominate by 56% compared to women, this proves that men want premium laptop products, compared to women on the grounds of being able to improve social status and personality. Age segmentation is dominated by 35-45 years with a percentage level of 67%, the rest of the age of 25-34 years shows that the financial capacity is well established as well as for gaming and business needs. In the purchase method, cash purchases are dominated with a percentage of 96%, this shows that consumers already have more

finances and a high position in society. Furthermore, the source of information about premium laptop products is dominated by social media platforms by 63%, the rest from YouTube, e-commerce websites, and others, this proves that social media is effective in disseminating this product information through smartphones and social media. Next, researchers examined 21 construct items to determine their mean, standard deviation, skewness, and kurtosis. To assess the normality of a data set using SmartPLS. Data can be assumed to be normal if the skewness is in the range of ± 2 values and the kurtosis is in the range of ± 7 values (Byrne and Vande Vijver., 2010). Kline (2011) argues that for normal data distribution, skewness should be in the range of ± 3 values, while kurtosis should be in the range of ± 10 values. Table 1 presents the results of skewness and kurtosis analysis on each item that measures the constructs of our study.

Table 1. Assumptions of skewness and kurtosis

Construct	Item	Mean	Standard deviation	Skewness	Kurtosis
Brand Love	B11	3.708	1.210	-0.486	-0.672
	B12	3.441	1.250	-0.652	-0.499
	B13	2.985	1.366	-1.156	-0.126
	B14	3.144	1.264	-0.942	-0.169
	B15	3.005	1.412	-1.274	-0.158
	B16	3.649	1.290	-0.381	-0.813
FOMO	Fo1	2.661	1.440	-1.120	0.382
	Fo2	2.673	1.444	-0.795	0.575
	Fo3	2.798	1.364	-0.701	0.540
	Fo4	2.537	1.296	-0.809	0.400
Hedonism	Hd1	3.114	1.298	-1.037	-0.254
	Hd2	3.244	1.248	-0.821	-0.363
	Hd3	3.916	1.164	0.252	-1.050
	Hd4	3.465	1.279	-0.749	-0.495
Social Status	St1	2.639	1.272	-0.912	-0.211
	St2	3.104	1.215	-0.895	0.043
	St3	2.832	1.263	-0.980	0.104
Willingness to Pay	Wp1	3.252	1.243	-0.791	-0.256
	Wp2	3.559	1.194	-0.465	-0.573
	Wp3	3.495	1.191	-0.565	-0.520
	Wp4	3.614	1.262	-0.426	-0.728

Next, the Structural Equation Modeling (SEM) analysis. The calculation results can be displayed in (Figure 2) which is the estimated intention ecotourism diagram. (Table 2) shows the model measurements to check the internal consistency of each construct. The results show that the composite reliability (C.R) values for all constructs are greater than 0.7, which is recommended, so all constructs are considered reliable. Furthermore, convergent validity was examined by looking at the factor load values and average variance extracted (AVE) values. In Table 2, it can be seen that the factor loadings are higher than 0.7 and the AVE values are also higher than 0.5, following the suggested recommendations (Hair et al., 2021). Therefore, the validity of the converter can be ensured in this study.

Furthermore, discriminant validity was examined using the Fornell-Larcker criteria. The Fornell-Larcker criterion requires the square root value of the AVE for each construct to be greater than the correlation with the other constructs (Fornell & Larcker, 1981). We also performed a heterotrait-monotrait analysis (HTMT) to establish discriminant validity. The results show that all HTMT values are lower than the suggested threshold of 0.85 (Henseler et al., 2015). These HTMT results are shown in (Table 3). The results are shown in (Table 3) that this study has no discrimination validity issues. Next, to evaluate the fit of the model, the Standardized Root mean square residual (SRMR)

is used. The requirement for the SRMR value must be below 0.08 to 0.10 (Ringle et al., 2013). In this study, the SRMR value for the research model is 0.079, indicating that the data fit the resulting model. Hypothesis testing was conducted with a bootstrapping procedure to assess the significance of the path coefficients (Table 4). This shows that with a significance limit p-value of 0.05 and t-statistics >1.96 (Hair et al., 2021). Based on the bootstrapping results of the Smartpls 4.0 program, it shows that all proposed hypotheses have a positive influence on brand love and willingness to pay for premium laptop products.

The research model's explanatory power was assessed using R^2 and Q^2 predictions, with strong, moderate, and weak R^2 values indicating moderate, weak, and strong predictions (Hair et al., 2021). Based on (Figure 2), willingness to pay gets a value of 0.530 with a medium category which is influenced by brand love, Hedonism, and FOMO variables. While the brand love variable with an R^2 value of 0.076 with a low category is influenced by social status. Finally, hedonism with an R^2 value of 0.623 with a strong category is influenced by brand love, social status, and FOMO of premium laptop products. Based on (Figure 1), the Q square value on the dependent variable (endogenous) is more > 0, it can be concluded that this study has a good observation value (Hair et al., 2021).

Table 2. Outer Loadings, Contract Reliability and Validity

Variable	Indicator	Outer Loadings	C.R	AVE
Brand Love (Wallace et al., 2014)	Quality and Features	0.855	0.939	0.719
	Self-conformity	0.875		
	Passion for the brand	0.866		
	Brand loyalty	0.762		
	Brand delight	0.857		
	Satisfaction	0.868		

Table 2. Continue

Variable	Indicator	Outer Loadings	C.R	AVE
FOMO Przybylski et al., 2013; Good & Hyman, 2020	Fear of other people having more valuable	0.901	0.938	0.789
	Fear of friends having more valuable experiences	0.933		
	Important to understand friends' joke	0.895		
	Fear of missing the moment	0.81		
Hedonism (Evanschitzky et al., 2014)	Social shopping	0.842	0.901	0.697
	Value shopping	0.859		
	Interest and High Satisfaction	0.895		
	Financial Management	0.783		
Social Status (Kotler et al., 2017)	Idol / Role Model	0.846	0.789	0.56
	Income	0.783		
	Upper Class	0.790		
Willingness to Pay (Anselmsson et al., 2014)	Awareness	0.776	0.920	0.743
	Perceived quality	0.855		
	Brand associations	0.933		
	Uniqueness	0.846		

Table 3. Discriminant Validity (Fornell-Larcker) and Heterotrait-Monotrait Ratio (HTMT)

Fornell-Larcker	Brand Love	FOMO	Hedonism	Social Status	Willingness to Pay
Brand Love	0.848				
FOMO	0.011	0.888			
Hedonism	0.712	0.272	0.835		
Social Status	0.276	0.061	0.366	0.747	
Willingness to Pay	0.712	0.020	0.600	0.283	0.861
Heterotrait-Monotrait Ratio (HTMT)	Brand Love	FOMO	Hedonism	Social Status	Willingness to Pay
Brand Love					
FOMO	0.080				
Hedonism	0.779	0.291			
Social Status	0.302	0.137	0.466		
Willingness to Pay	0.768	0.093	0.674	0.334	

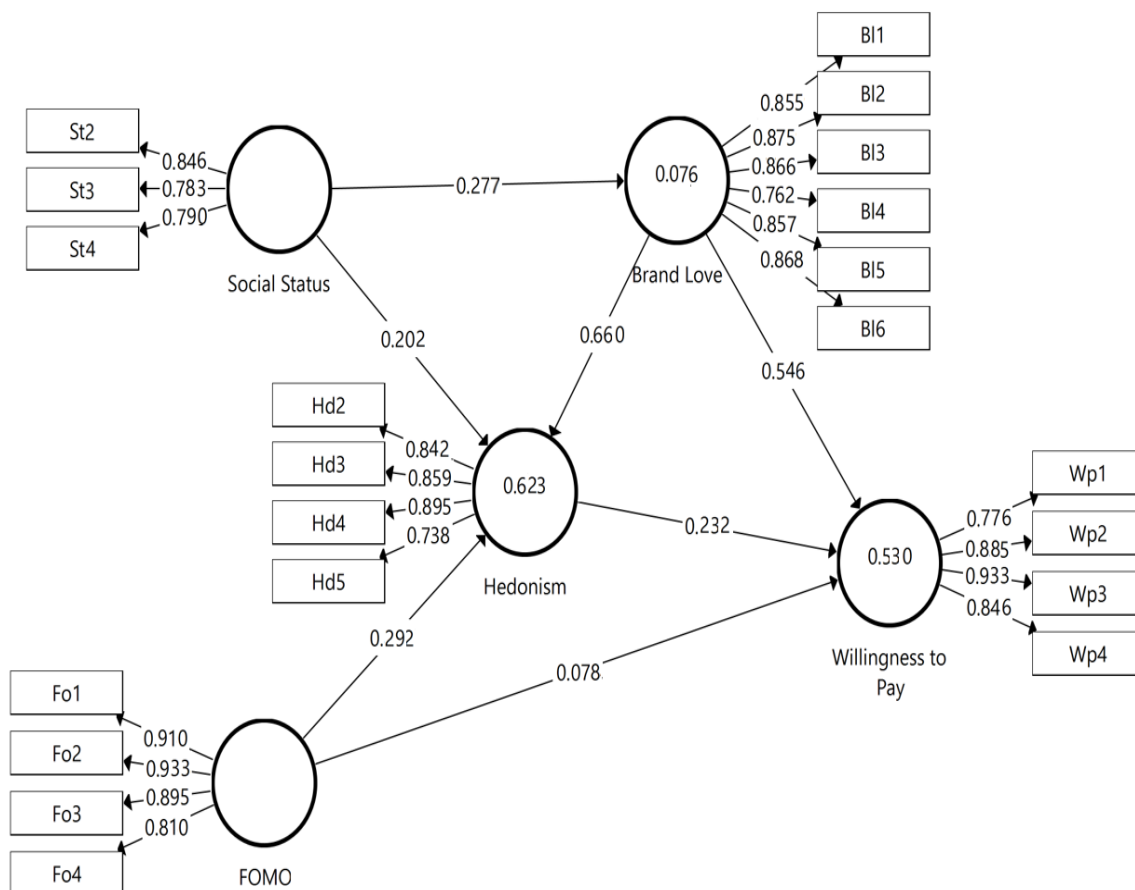


Figure 2. Model Test Results

Table 4. Bootstrapping Results Hypothesis Testing

Hypothesis	Original Sample (O)	P-Values	T-Statistic	Result
H1 Brand love → Hedonism	0.6599	0.0000	<0.01	Accepted
H2 Brand Love →Willingness to Pay	0.5464	0.0000	<0.01	Accepted
H3 FOMO →Hedonism	0.2919	0.0002	<0.01	Accepted
H4 FOMO →Willingness to Pay	0.0776	0.2792	>0.05	Rejected
H5 Hedonism →Willingness to Pay	0.2322	0.0176	<0.05	Accepted
H6 Social Status →Brand Love	0.2766	0.0008	<0.01	Accepted
H7 Social Status →Hedonism	0.2015	0.0081	<0.01	Accepted
H8 Social Status →Brand Love →Hedonism	0.1825	0.0034	<0.01	Accepted
H9 Brand Love→Hedonism →Willingness to Pay	0.1532	0.0382	<0.05	Accepted
H10 FOMO → Hedonism →Willingness to Pay	0.0678	0.0113	<0.05	Accepted
H11 Social Status →Hedonism → Willingness to Pay	0.0468	0.0495	<0.05	Accepted

After evaluating and confirming the psychometric characteristics of the measurement model, we used bootstrapping resampling with 5,000 repeated samples to evaluate the structural model. The results showed that Brand Love and Hedonism were positively correlated ($\beta = 0.6599$, $p < 0.01$), supporting H1. Brand Love and Willingness to Pay were positively related ($\beta = 0.5464$, $p < 0.01$), supporting H2. FOMO and Hedonism had a positive relationship ($\beta = 0.2919$, $p < 0.01$), supporting H3. FOMO and Willingness to Pay had no positive effect ($\beta = 0.0776$, $p > 0.05$), not supporting H4. Hedonism and Willingness to Pay correlated well ($\beta = 0.2322$, $p < 0.05$), in favor of H5. Furthermore, Social Status was positively related to Brand Love ($\beta = 0.2766$, $p < 0.01$), also supporting H6. Social Status and Hedonism had a positive and significant impact ($\beta = 0.2015$, $p < 0.01$), supporting H7. The mediated effect of Brand Love between Social Status and Hedonism had a positive effect ($\beta = 0.1825$, $p < 0.01$), supporting H8. The mediated effect of Hedonism between Brand Love and Willingness to Pay was significantly influential ($\beta = 0.1532$, $p < 0.05$), in favor of H9. The mediated effect of Hedonism between FOMO and Willingness to Pay was positively related ($\beta = 0.0678$, $p < 0.05$), supporting H10. Finally, the mediated effect of Hedonism between Social Status and Willingness to Pay had a positive effect ($\beta = 0.0468$, $p < 0.05$), supporting H11.

Therefore, the whole hypothesis is accepted from this study. However, only FOMO and Willingness to Pay are denied. This emphasizes and proves the importance of consumer psychology related to premium laptops as a driver of brand love and willingness to pay. Therefore, for manufacturers and marketing managers, it is very important to develop a marketing strategy that is aligned with the psychological characteristics of potential customers. Premium laptops are considered products that provide higher

satisfaction or benefits, increasing the desire to pay more. Premium laptops are often associated with high prestige and self-image, reflecting the social status and lifestyle of the desired consumer. Emotional and psychological aspects, such as customer hedonism, create the happiness of owning a premium laptop. Premium laptops make customers feel exclusive and unique, perfect for those who value a special experience. Other psychological factors, such as hedonism seeking a better user experience in terms of convenience, speed, or innovative features, can encourage a willingness to pay. A consumer's emotional attachment to a particular product or brand is often a key factor. Love or affection for premium laptops can be a powerful motivator to pay more. Therefore, a deep understanding of consumer psychology can help design more effective marketing strategies for premium laptop products.

Discussion

Based on hypothesis 1, it is revealed that hedonism can trigger brand love in premium laptop consumers. This finding is in line with previous research which states that hedonism and product design play a role in increasing brand love (Chitturi et al., 2008). Hedonism has also been shown to increase brand love in luxury products (Mandler et al, 2020), supporting results that show a positive effect of hedonism on brand love in fashion products (Siddique & Rajput, 2022), and in line with research that confirms the positive impact of hedonism on brand love for Pandora brand jewelry products (Dias & Cavalheiro, 2021). Therefore, these findings enrich brand development theory, particularly brand love. By incorporating hedonic elements in marketing strategies, brands can tap into consumers' emotions and create positive associations between brands and feelings of happiness, joy, and enjoyment. In addition, the application of hedonism to brand love can also be done

with the application of experiential marketing, such as sensory marketing, unique events, or personalized interactions. Hedonism is also related to products that match self-expression and identity (Kim et al., 2010), through the use of this, there will be an increase in brand love for premium products. In addition, the development of brand love can also be done through the use of social and community-sharing behavior, where the more hedonic the product is in the community, the higher the level of brand love (Carroll & Ahuvia, 2006). Therefore, hedonism can be a powerful tool for brands to create an emotional connection with consumers (Tatarkiewicz, 1949), increase brand love, and increase brand development literacy, especially love for electronic products, especially laptops, which are currently still limited to fashion and luxury products. This fact also proves that laptop consumers in Indonesia recognize premium laptop brands through social media and the internet and their social environment. These results also show that the role of hedonism can also be applied in marketing for brand development not only in the field of psychology.

In hypothesis 2, brand love has a positive effect on willingness to pay premium laptop consumers. This fact supports previous studies that brand love has a positive effect on willingness to pay the premium (Anselmsson et al., 2014). Brand love can drive willingness to pay on TV streaming brand services (Netflix) (Santos & Schlesinger, 2021). Brand love has a positive effect on the willingness to pay in generation Y and Z consumers to follow products in social media (Wallace et al., 2021). Brand love has a positive effect on willingness to pay new automobile buyers (Dwivedi et al., 2018), Brand love can drive the willingness to pay for packaged food (Anselmsson et al., 2014). This result adds evidence that the role of brand love is important in encouraging willingness to pay for any product, especially products that have high

value by the community (Homburg et al., 2005). These results also add to the limited literacy of factors that influence willingness to pay stemming from brand love. In addition, Brand love is the passion and long-term commitment of a person to a favorite brand (Batra et al., 2012), so in theory every consumer who has brand love must have used this product for a long time and made it the main product, especially premium laptops, especially the Apple brand. These results prove that premium laptop manufacturers have succeeded in making consumers in Indonesia love premium laptop brands, they already have high trust in these brands. The brand has built a good reputation in terms of quality, performance and reliability of its products. Consumers who love premium laptop brands feel a deeper connection with the brand. Thus, consumers feel confident that they will get higher value from the premium product and they are willing to pay a higher price for the promised product quality.

Next, result in hypothesis 3, FOMO has a positive effect on hedonism in premium laptop customers. These results support the available studies that FOMO positive effect on hedonism for scarcity and exclusivity (Kang et al., 2020), FOMO positive effect on hedonism Korean Luxury Cosmetics (Kang et al., 2020), FOMO positive effect on hedonism for luxury brands (Hagtvedt & Patrick, 2009; Tarka et al., 2022), FOMO positive effect on hedonism in tourists (Tiwari et al., 2021). These results add new findings to the theory of hedonism that consumers do not always feel hedonic due to products or services, but can come from the FOMO factor that consumers are experiencing as a result of social media stimulus or promotion, due to personality changes (Elhai et al., 2016). In addition, the combination of these two factors will accelerate a consumer to make a purchase, the greater the FOMO and hedonism in consumers, the greater the potential to become a customer (Przybylski et

al.,2013). These results prove that premium laptop consumers already have FOMO feelings that can strengthen their desire not to miss out on the latest experiences or trends in terms of technology and premium laptop brands. This is a driving factor for them to adopt hedonistic behavior by buying premium laptops to achieve the desired social status and prestige. Customers who experience FOMO may feel that owning a premium laptop is an important form of self-esteem and personal achievement. They want to enjoy the comfort, performance and advanced features offered by the premium laptop.

On the other hand, result hypothesis 4, FOMO negatively affects willingness to pay laptop premium. This result does not support existing studies that FOMO can drive willingness to pay for products is rare or exclusive (Dwisuardinata & Darma, 2022), FOMO positive effect on willingness to pay for product Alcoholic Beverages in Bali (Dwisuardinata & Darma, 2022), FOMO has a positive effect on willingness to pay of culturally associated brands (Kang et al., 2019) FOMO dan hedonism positive effect on willingness to pay in tourism (Luo et al., 2021). FOMO moderate positive effect on willingness to share on social media. FOMO has a positive impact on purchase intention and customer behavior (Saavedra & Bautista, 2020). This finding refutes existing findings, that the FOMO factor cannot always encourage a consumer to be willing to pay, this is because consumers feel that premium laptop products are not rare and unique products and are mass-produced throughout the world, as a result, consumers do not feel fear or anxiety if the product runs out. However, some manufacturers have begun to produce premium laptops in special editions such as the 24k Gold Macbook Pro with Diamond Encrusted Apple Logo made by the company (Leronza, 2023). Of course, this strategy will effectively encourage a willingness to pay for loyal consumers. So

this result adds to the theoretical literacy that FOMO cannot be tested on mass products, but if the product is unique, limited edition and rare FOMO will appear to stimulate consumer willingness to pay, besides that, FOMO can also be encouraged through price promotions, discounts, purchase bonuses, and purchase time limits. Meanwhile, on the other hand, due to differences in objects and FOMO can also have a negative impact and financial difficulties (Good & Hyman, 2020). It is important for consumers to be aware of the influence of FOMO on their purchasing decisions and to make choices based on their own needs and values (Luo et al., 2021). So, this result shows that consumers in Indonesia do not have anxiety about the availability of premium laptop products because the products are always available in offline stores and e-commerce. In addition, premium laptops also have high quality and resistant materials, so they can be used for a long time so there is no need to buy a new one shortly.

Next, in hypothesis 5, hedonism can drive willingness to pay laptop premiums. These results support existing studies of the factory hedonism positive effect on WTP in people's maladaptive hedonism (Ksendzova et al., 2015), Hedonism positive effect on WTP in the Chinese organic food industry (Huo et al., 2023). Hedonism positive effect on the willingness to pay for luxury goods (Holmqvist et al., 2020). This result adds to previous findings that the hedonism factor in consumers is very important to pay attention to by creating products and services that are by the concept of hedonism, namely pleasure, pride, and joy. So this result adds to the literacy that WTP can also appear in electronic products, especially premium laptops that have many entertainment and gaming facilities, of course, this result is the same as other electronics such as DSLR cameras, smartphones, TVs, tablets, and others. In addition, this fact shows that laptop

consumers in Indonesia, especially in big cities in Indonesia such as Jakarta, Bandung, Medan, and Surabaya, have high pleasure and passion for premium laptop brands such as Apple MacBook Pro, Dell Alienware, and Asus Rog. They feel visual and sensory enjoyment on premium laptops offering thinner and more attractive designs and more sophisticated features so the willingness to pay high prices, of course, is all compared to the satisfaction and hedonistic lifestyle of consumers.

Based on hypothesis 6, social status has a positive effect on brand love for premium laptop products. The results are the same as the concept of available studies that social status positive effect on brand love in Germany customers (Rahman et al., 2021), status social positive effect on brand love tablet PCs (Zhang et al., 2020), social status based on gender and age positive effect on brand love of consumers (Nawaz et al., 2020), and social status positive effect on brand love consumers in Vietnam (Le, 2021). These results show that premium laptop manufacturers have succeeded in building branding through logos/Symbols of Prestige: Premium laptops are often associated with high social status due to their higher price and exclusivity such as design The Apple logo is one of the most recognizable symbols in the world and has undergone several transformations since the company's inception in 1976 (Cant et al., 2014). ASUS RoG and Alienware Logo designs are well-known symbols in the gaming industry, plus Exclusive Appearance and Attractive Design: Premium laptops often feature charming and elegant designs such as the MacBook Pro, HP Spectre, and Microsoft Surface Pro. Therefore, the higher the status of a person, the higher the need for premium laptops, resulting in brand love.

Next, in hypothesis 7 social status positively affects the hedonism of premium laptop products. The results are

the same as the study concept that social status positive effect on hedonism on Prada products (Hudders, 2012), hedonism and status have a similar positive effect on American customers (Neha, 2012), social statuses positive effect on hedonism (Chen et al., 2019), and social status positive effect on hedonism educational website Maladaptive (Ksendzova et al., 2015). These results show that consumers with high social status tend to want to maintain that status by buying luxury and expensive products such as Alienware premium laptops, MacBook Pro, and Asus ROG, by owning these items they can get recognition and admiration from others. Premium laptops are often considered a symbol of status and class, especially having a high brand value such as Apple in the first position of the world's top brands, Microsoft in second place, HP in 71st place, Dell in 90th place in the world's laptop manufacturers (Forbes, 2023). However, excessive consumption behavior and too great a focus on hedonism can also have negative impacts, both on individuals and society as a whole. Therefore, it is important to maintain a balance between fulfilling personal needs and wants with wise consideration of social and environmental impacts.

Next, hypothesis 8 brand love can moderate social status on the hedonistic behavior of premium laptop products. These results are in line with studies on pleasure and enjoyment (Lelkes, 2021). public happiness in Peru (Jaunky et al., 2019). At a shopping center in Pakistan (Khan et al., 2022). This finding proves that it is important to build consumer love for a particular brand, which can moderate the influence of social status on hedonic behavior related to premium laptop products. When customers experience brand love for a premium laptop brand, they feel a strong sense of self-identification with the brand and associate it with a positive image. Social status plays an important role in this relationship, as consumers who own premium laptops

from prestigious or exclusive brands feel they have a higher social status. High brand love can encourage hedonic behavior, which is aimed at maximizing personal satisfaction and pleasure. Consumers who love premium laptop brands feel tempted and encouraged to engage in hedonic behavior, such as buying the latest expensive version or using laptops to show their luxury to others. On the other hand, social status can also influence hedonic behavior, as consumers are tempted to buy premium laptop products to meet their hedonic needs and show their social status.

The hypothesis 9 shows hedonism can moderate brand love on willingness to pay for premium laptop products. This result supports previous opinions on willingness to pay for luxury products (Chua & Zou, 2009), features or functions (Huo et al., 202; Khan et al., 2022). Results show that a strong hedonic orientation leads to a preference for experiences that provide immediate pleasure and satisfaction. In purchasing premium laptop products, individuals with a hedonic orientation prioritize features such as attractive design, brand value, high performance, or advanced features, as well as aesthetic satisfaction and prestige. Love for the brand plays an important role in influencing consumers' willingness to pay more for these products, as they perceive higher value and emotional satisfaction. However, hedonism can also affect consumers' value perceptions and price preferences. Customers with a hedonic orientation prioritize personal satisfaction and immediate pleasure over rational factors such as price, leading to higher prices for premium laptop products that provide a satisfying experience. Hedonism can moderate the relationship between brand love and willingness to pay, but it can also strengthen it by encouraging consumers to consider hedonic experiences and personal satisfaction in their purchase decisions.

Next, hypothesis 10 shows hedonism can moderate FOMO on willingness to pay for premium laptop products. So the tenth hypothesis is accepted. These results support the consumptive behavior of millennials (Wirasukessa & Sanica, 2023), consumptive sports teams (Lee & Na, 2023), and customer's smartphones (Kaytaz Yigit, 2020). pandemic COVID-19 in Indonesia (Kamalia et al., 2022), and willingness to pay off individuals on social media (Wegmann et al., 2017). This fact shows the important role of hedonism in increasing FOMO. High levels of FOMO (Fear of Missing Out) can lead to a desire to own and use the latest popular laptop products to stay on top of technology trends and avoid being left behind. This may influence a person's willingness to pay more for premium laptop products, as they may feel compelled to own products that represent status or prestige so that they can connect with their desired social circle and stay on top of the latest trends. However, FOMO may also affect consumers' value perceptions and price preferences, as they may prioritize social and psychological aspects over rational considerations such as price. This moderating factor may enhance the relationship between concerns about missing out and willingness to pay for premium laptop products, as consumers feel the need to maintain social connectedness. Other factors, such as functional value, personal preference, and financial capability, may also influence consumers' willingness to pay for premium laptop products.

Last hypothesis 11, hedonism can moderate social status on willingness to pay for premium laptop products. Therefore, the eleventh hypothesis is accepted. This result supports the opinion of previous studies on luxury goods in online luxury marketplaces (Yuan et al., 2020), in Gondar City, Ethiopia, social health insurance (Setegn et al., 2021), hard handbag (Yuan et al., 2020), relative social willingness to pay (Moro et al., 2022).

These results also found that the role of Hedonism plays an important role in the purchase decision of premium laptop products, as individuals with a hedonic orientation tend to prioritize personal satisfaction and pleasure over social status. Consumers with higher social status may feel the need to maintain or enhance their status by choosing prestigious or exclusive brands. This moderating influence may lead to a preference for features that provide a satisfying experience, even at a higher price. However, social status may also influence the willingness to pay for premium laptop products, as consumers may see the purchase as an investment in their image and reputation. Hedonism may strengthen the relationship between social status and willingness to pay by encouraging consumers to prioritize personal satisfaction and hedonic aspects in their purchasing decisions.

CONCLUSION AND RECOMMENDATION

This study investigates the factors that influence consumers' love for premium laptop brands and their willingness to pay more. Social status, FOMO (Fear of Missing Out), and hedonism were identified as significant influences on these factors. Consumers with strong social status and hedonic satisfaction tend to favor premium laptop brands and are willing to pay higher prices for them. FOMO does not directly affect consumers' willingness to pay more, but FOMO plays an important role in encouraging hedonic behavior. Manufacturers can capitalize on consumers' FOMO feelings to create a greater hedonic experience, thereby increasing their love for the brand. Hedonism is also a mediator in driving consumers' love for premium laptop brands and their willingness to pay more. Understanding these psychological factors can help manufacturers and marketers design effective marketing strategies for premium laptop products, creating the right brand

experience and image to build consumer love and increase their willingness to pay more.

Practical implications for Premium laptop manufacturers can use social strategies to create exclusive factors, unique features, and superior quality. They use exclusive elements, unique designs, and advanced technologies to minimize FOMO and increase customer loyalty. They should also focus on providing excellent performance, superior quality, and ethical design to create positive customer relationships and increase sales through programs (Concerts, Game competitions, Seminars, etc.) and community events with their premium laptop brands to be more exclusive in the social environment as well as, spreading these activities through their social media accounts. Furthermore, the utilization of famous influencers such as Presidents, Officials, world top artists, Director, CEO Businessmen, seen through their social media accounts or TV coverage will add to the prestige of premium laptop products. In addition, manufacturers can make laptop products with special and limited editions to encourage FOMO to their loyal consumers such as Apple's MacBook Pro whose material is partially made of gold. Furthermore, fostering customer loyalty can increase the value of their products and attract loyal customers.

The theoretical implication of the study is that brand love and willingness to pay for premium laptop brands, despite their high prices. The findings challenge the traditional assumption that price is the sole determinant of consumer purchasing decisions. This suggests that factors beyond price, such as brand love consisting of brand image, emotional attachment, and perceived value, play an important role in consumers' willingness to pay for premium laptop products, thus complementing previous findings already examined on Netflix (Santos & Schlesinger, 2021), new automobile (Dwivedi et al., 2018), and

(Anselmsson et al., 2014). Furthermore, Psychological Factors that three psychological factors namely social status, FOMO, and hedonism as the main factors driving consumers' love for brands and their willingness to pay so these findings complement the findings (Siddique & Rajput, 2022; Dias & Cavalheiro, 2021) which states that hedonism personalities form brand love. Although the study results do not support the findings (Luo et al., 2021; Saavedra & Bautista, 2020) that FOMO can encourage willingness to pay, this is because premium laptop products are not created in limited editions and there are no significant discounts so that consumers do not feel afraid of missing moments, especially premium laptop products are very easy to find in the market and have strong durability, making consumers reluctant to look for new laptops. Meanwhile, social status is a driver of brand love supporting previous findings (Nawaz et al., 2020). These factors highlight the importance of consumers' self-perception, desire for a sense of social belonging, and seeking pleasant experiences in their purchasing decisions. By incorporating these psychological factors into their marketing strategies, laptop brands can better understand and target their audience's motivations. Meanwhile, The Mediating Role of Brand Love and Hedonism shows that brand love and hedonism act as intermediary variables where social status and FOMO influence consumers' willingness to pay for premium laptop products in line with previous findings (Moro et al., 2022; Wegmann et al., 2017; Khan et al., 2022). These findings emphasize the importance of cultivating brand love and creating hedonistic experiences to increase consumers' willingness to pay (Batra et al., 2012). Overall, the study provides valuable theoretical insight into the factors that drive brand love and willingness to pay for premium laptop products. These findings emphasize the importance of psychological

factors and the mediating role of brand love and hedonism in shaping consumer behavior. These implications can guide laptop brands in developing effective marketing strategies that match consumers' psychological characteristics and increase their brand loyalty and purchase intent.

The study limited the sample to 633 buyers of premium laptop products selected using purposive sampling methods. Therefore, generalizations of findings need to be carefully considered regarding the wider population. The research focuses on premium laptop brands, so the results may not be directly applicable to different market segments or products. Survey techniques, as a data collection method, may have limitations in gaining a deep understanding of consumer experience and motivation. Additionally, the study was conducted over some time, and external factors that could influence consumer behavior may have changed since then. Future studies may consider amplifying the sample to include more consumer variations, such as age, educational background, and type of occupation. Subsequent researchers can integrate qualitative research methods, such as in-depth interviews or direct observations, to provide deeper insights into consumer motivations and experiences. Conducting comparative studies between premium laptop brands and other brands or non-premium products can offer a better understanding of the factors influencing consumer preferences. The variable use of technology and innovation in influencing consumer perceptions of premium laptops can be the focus of future research. Additionally, considering that changing factors in the economic, social, or technological environment can influence consumer purchasing behavior toward premium products. Conducting studies comparing factors influencing consumers from different cultures in choosing and paying for premium products can provide valuable cross-cultural insights.

DISCLOSURE STATEMENT

No potential conflict of interest was reported by the author(s).

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