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時尚飯店的品牌摯愛模式:以 Y 世代消費者為例

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Brand Love for Lifestyle Hotels: A Generation Y Perspective

Abstract

The increasing population and purchasing power of generation Y has increased the importance of lifestyle hotel branding. Hence, this study analyzed brand love for lifestyle hotels from the generation Y perspective. This study proposed that brand reputation, hedonism, and novelty exert positive influences to brand identity, and then brand identity positively improve brand love. Besides, this study proposed positive word-of-mouth (WOM), revisit intention, and price premium as outcomes of brand love. This study collected 246 responses from the JJ-W Hotel in Tainan, and applied a linear structural equation model for model testing. The "novelty" and "hedonism" of lifestyle hotels revealed significant positive impacts on consumer brand identification. Brand identification had a positive effect on brand love, and brand love enhanced consumer revisit intention, positive WOM, and price premium. Results of this study can not only enrich knowledge in hotel branding, but also provide valuable information for planning hospitality marketing strategy.

Keywords: Brand love, lifestyle hotel, generation Y consumers, novelty, hedonism, brand identification.

1. Introduction

According to the report of the United Nations World Tourism Organization (UNWTO), the global youth travel market contributed US$ 165 billion in 2010, creating around 190 million international trips per year, and is expected to reach 300 million international trips by 2020 (UNWTO, 2011). This implies that Generation Y is a key target market in the tourism industry. To maintain competitiveness, several firms in the hospitality industry (e.g., Hilton, Marriott, Starwood, and Hyatt) have perceived the importance of lifestyle to generation Y and have introduced lifestyle hotel brands to fit the taste of generation Y consumers (Jones, Day, & Quadri-Felitti, 2013). Lifestyle hotels are small- or medium-sized hotels that provide innovative experiences and features, deliver contemporary design styles, and provide highly personalized services (Jones *et al*, 2013, p. 729). Both the current market performance and extension of brand portfolio reveal the urgent need for studies of lifestyle hotel brands in the hospitality literature. However, studies of lifestyle hotel brands are very rare (Jones *et al.*, 2013).

Generation Y is defined as people who were born between 1982 and 2002 (Pendergast, 2010; Jennings *et al.* , 2010). Generation Y consumers prefer to like brands with modern and fancy image (Ma & Niehm, 2006; O'Cass & Choy, 2008).

The need for self-expression is the main reason why generation Y consumers are fascinated by lifestyle branding (Chernev, Hamilton, & Gal, 2011). Generation Y consumers use lifestyle brands to show that they belong to a desired group (Escalas & Bettman, 2005). Since lifestyle is a core value in generation Y, consumers in this generation use lifestyle brands to satisfy their need for self-expression and to communicate with other members in the group (Pendergast, 2010). Thus, the target market for most lifestyle hotel brands is generation Y. Due to the potential of generation Y to become a major spender in the modern hospitality sector and the trend towards lifestyle hotels in the hospitality industry, this study focused on generation Y consumers in the setting of lifestyle hotels.

Brand love is the passion and emotional attachment that a consumer has for a brand (Carroll & Ahuvia, 2006, p. 81). Brand love has revealed a strong link to the performance of companies in the high-tech and clothing sectors (Bergkvist & Bech-Larsen, 2010), wine brands (Loureiro & Kaufmann, 2012), and grocery retailer brands (Vlachos & Vrechopoulos, 2012). Although brand love has been analyzed in diverse industries, few studies have focused on the characteristics of a target market. Very few studies in the hospitality literature have investigated what creates love for a hotel brand and the major outcomes of brand love that deserve hotel managers to concern the importance of it (Kwon & Mattila, 2015). Besides, with the growing market of generation Y consumers, their brand love in hospitality industry should also be studies as key reference for new brand creation. Furthermore, despite the rise of new brand segments of the hospitality industry (Higley, 2013), no studies have investigated brand love in the lifestyle or boutique segments (Jones *et al.*, 2013). Pizam (2015) also pointed out the knowledge gap in understanding a specific market segment's needs, wants, and desires toward lifestyle hotel brands. Thus, studying lifestyle hotel brand love in generation Y consumers has practical value.

Taken together, the aim of this study is to examine antecedents and outcomes of brand love by focusing on generation Y consumers at lifestyle hotel. Furthermore, this study can contribute both theoretical and practical implications. For theoretical implications, this study can contribute knowledge in understanding what the key drivers are to enhance generation Y's brand love for lifestyle hotels, and the major outcomes of brand love. For practical implications, findings of this study can be applied by managers at lifestyle hotels to design their brand experiences for strengthening relationship with generation Y consumers.

2. Literature review
2.1 Generation Y consumers

Generation Y is the first generation born during the information age, when

people began to use communication technologies as main part of their daily life (Jennings *et al.*, 2010; Parment, 2012). Consumers in this generation grew up in a branded environment with crowded commercial messages and diverse choices and chances (Parment, 2012). They care about brands used in their life and are willing to pay for high quality products and services (Parment, 2012). A tourism study by Richards (2007) reported that, compared to other generations, generation Y travel more frequently, spend more on travel, use e-commerce more frequently for booking and ordering, and are more active in searching for tourism information. In wine tourism, Fountain and Charters (2010) found that generation Y need a flexible and personalized service interactions. In adventure tourism, Jennings *et al.* (2010) found that generation Y travelers enjoy personal and social connectivity and seek experiences that are novel, rich, and fun. Glover (2010) further reported that curiosity drives travel behavior by generation Y; thus, generation Y travelers have positive attitudes about overseas travel and have strong awareness about travel opportunities. Based on the above, generation Y consumers are interested in using branded services and products which designed with lifestyle features. The depth and richness in the brand relationship become important information to explore for winning this niche market. The next section introduces the brand relationship quality (BRQ) model and then links generation Y with one of the dimensions in BRQ model, brand love.

2.2 The brand relationship quality model (BRQ model)

Researchers devoted to brand love rooted their rational in the strand of research related to BRQ. Fournier (1998) proposed the BRQ model to explain the depth and strength of consumer-brand relationships. This model is now the most widely applied relationship model in brand research (Breivik & Thorbjørnsen, 2008). To establish the BRQ model, Fournier (1998) performed life-history case studies of three women and then summarized six dimensions of brand relationship quality: love/passion, self-connection, commitment, interdependence, intimacy, and brand partner quality. Of these, love/passion is the positive extreme level of consumer-brand relationship. Several researchers in brand love have argued that the Fournier (1998) BRQ model was the first to use love in the consumer-brand relationship (Batra, Ahuvia, & Bagozzi, 2012; Bergkvist & Bech-Larsen, 2010; Vlachos & Vrechopoulos, 2012). Dimensions of the BRQ model have been empirically examined in different types of the hospitality industry, including convention (Ryu & Lee, 2013), hotel (Hochgraefe *et al.*, 2012) and restaurant (Bowden, 2009).

An empirical study of the hotel industry by Tanford *et al.* (2011) found that reward program membership can strengthen consumers' affective commitment with a hotel brand and reduce their switch behavior to other brands; and, Hochgraefe *et al.*

(2012) found that consumer involvement can influence hotel brand loyalty. Recent brand experience studies have also attempted to show how hotels can enrich the consumer-brand relationship (Xu & Chan, 2010). However, few studies have investigated the love/passion dimension. Although Morais *et al.* (2006) established a love triangle to describe relationships among providers, consumers and their friends, participants in interviews used loyalty to descript the relationships rather than love. Therefore, this study focused on brand love for enriching and contributing knowledge about BRQ model.

2.3 Brand love

This study applied the definition of brand love proposed by Carroll and Ahuvia (2006): the passion and emotional attachment that a satisfied consumer has for a particular trade name" (p. 81). In comparison to satisfaction, brand love has a stronger affective focus, is established through a long-term relationship with a brand, and includes the willingness of the consumer to declare love for brand and to use the brand to establish an identity (Carroll & Ahuvia, 2006). Moreover, unlike brand affect, brand love contributes to a sense of identity and excludes negative feelings (Carroll & Ahuvia, 2006).

After Carroll and Ahuvia (2006), there are two major studies to explore and define the content of brand love. First, Albert, Merunka, and Valette-Florence (2008) applied both quantitative and qualitative approaches to extract the content of brand love. Eleven dimensions of brand love were identified by Albert *et al.* (2008): passion, duration of the relationship, self-congruity, dreams, memories, pleasure, attraction, uniqueness, beauty, trust, declaration of affect. Although Albert *et al.* (2008) collected empirical data that could be used for systematic studies of brand love, they did not develop a measurement scale. Second, through grounded theory, Batra *et al.* (2012) further proposed seven core elements of brand love: (1) self-brand integration, (2) passion-driven behaviors, (3) positive emotional connection, (4) long-term relationship, (5) positive overall attitude valence, (6) attitude certainty and confidence, and (7) anticipated separation distress. Batra *et al.* (2012) established several dimensions of brand love but did not develop a measurement for future researchers to use.

In recent empirical studies of brand love, Maxian, Bradley, Wise, and Toulouse (2013) applied a psychophysiological approach to measuring brand love and the physiological response to advertised brands. Consumers revealed a strong positive emotional response to brands they loved (Maxian *et al.*, 2013). However, this approach only revealed the short-term responses of the participants is not able to be differentiated about whether the response it due to love, excitement or affect. On the

other hand, Loureiro and Kaufmann (2012) focused on brand love in wine brands and found that satisfaction and brand image are antecedents of love for wine brands while word-of-mouth and brand loyalty are outcomes. Drennan et al. (2015) further examined antecedents of wine brand love, and found that wine knowledge, wine experience, wine brand satisfaction, and wine brand trust are the key drivers. Both Loureiro and Kaufmann (2012) and Drennan et al. (2015) measured brand love by the scale sourced from Carroll and Ahuvia (2006). Hence, this study applied the measurement of brand love developed by Carroll and Ahuvia (2006). The following sections discuss the relationships between brand love and its antecedents and outcomes.

2.4 Conceptual framework and research hypotheses

This study proposed a comprehensive research model to contribute new insights into BRQ model and hospitality literature. Based on the perspective of generation Y, this study proposed brand identification as the main antecedents of brand love (Bergkvist & Bech-Larsen, 2010), while brand reputation (Bush, Martin, & Bush, 2004; Choi, Lee, & Kim, 2005), hedonism (Babin *et al.,*1994), and novelty (Ferguson, 2011) as three former antecedents of brand love. Based on suggestions of previous studies (Batra et al., 2012; Drennan et al., 2015; Kwon & Mattila, 2015), this study further proposed positive WOM, revisit intention, and price premium as key outcomes of brand love. Figure 1 shows the research framework. Justifications of each hypothesis are addressed in following sections.

Figure 1. The research model
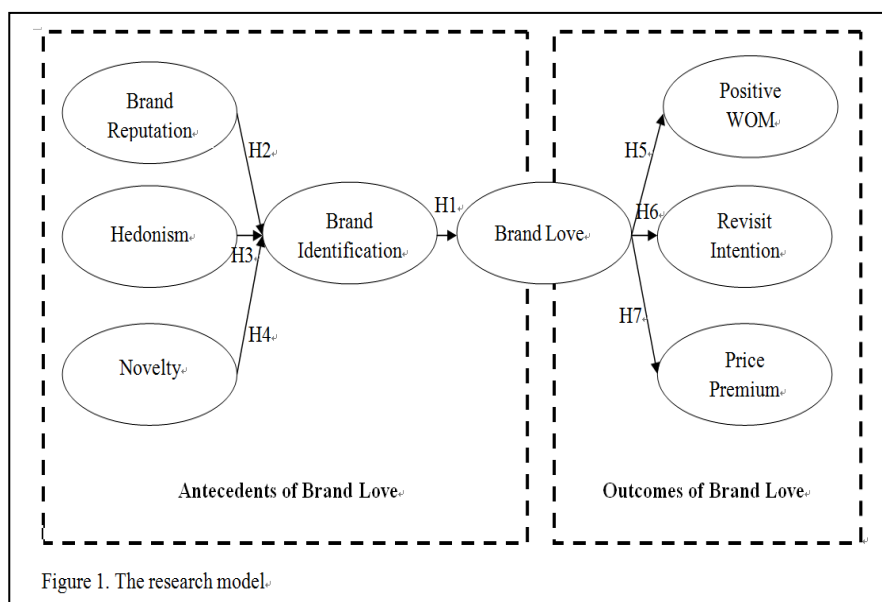
2.4.1 Antecedents of brand love
2.4.1.1 Brand identification and brand love

According to social identity theory, people tend to classify themselves and others

(Tajfel & Turner, 1985). Social identification not only helps in establishing order in the social environment but also enables individuals to locate themselves in the social environment (Ashforth & Mael, 1989). One aspect of social identification is brand identification, which is the sense of belongingness to a brand. Brand identification was defined by Lam, Ahearne, Mullins, Hayati, and Schillewaert (2013) as "a consumer's psychological state of perceiving, feeling, and valuing his or her belongingness with a brand" (p. 235). Researchers use the feelings of participants to measure brand identification (Hwang & Han, 2014). It should be noted that brand identification and self-brand congruity are two distinct constructs. Lam *et al.* (2013) reported that, unlike self-brand congruity, which is measured by the match between self image and brand image, brand identification includes "the affective and evaluative facets of psychological oneness with the brand" (p. 236). That is, brand identification is the use of a subjective opinion of a consumer to identify a close brand partner rather than an objective match to a brand with common characteristics.

Consumers who have a strong brand identification consider their brands a part of themselves.   For example, they feel happy when hear others praise the brand, or feel interested when others discuss about the brand (Hwang & Han, 2014). Kressmann *et al.* (2006) found that brand identification is positively related to brand relationship quality. In a study of the dimensions of brand relationship quality, Fournier (1998) reported that love/passion is the positive extreme dimension for consumer-brand relationship. Thus, brand identification may be positively related to brand love because strong brand identification creates brand love. Matched consumer-brand identification is the basis on which consumers form passionate emotional attachments to a brand. Bergkvist and Bech-Larsen (2010) examined the relationship between brand identification and brand love in three brands (iPod, a famous clothing brand and Panadol) and found significant support for all three brands. Hence, this study proposes that the relationship between brand identification and brand love is the core process for brand love creation in generation Y. Based on the above, we propose the following:

H1: Brand identification is positively related to brand love

2.4.1.2 Antecedents of brand identification

The relationship between brand identification and brand love is the main process for brand love creation. This study, which focused on brand love in generation Y, further hypothesized that brand reputation, hedonism, and novelty are the key drivers of brand identification. Effects of brand reputation, hedonism, and novelty on brand identification are respectively explained in following sections.

According to Veloutsou and Moutinho (2009), "the development of brand reputation means more than keeping consumers satisfied, it is something a company earns over time and refers to how various audiences evaluate the brand" (p. 315). Reputation sends a signal about the quality and reliability of products and services (Herbig & Milewicz, 1995). A good brand reputation is difficult to establish in a short time; moreover, consumers anticipate the future behavior of a firm according to its current brand reputation (Veloutsou & Moutinho, 2009). Brand reputation is established through a time period and is evaluated by considering other people's comments toward a brand. When consumers evaluate brand reputation, they always seek information from outside. Researchers use trustworthiness, reputation and honesty to measure brand reputation (Jurisic & Azevedo, 2011; Veloutsou & Moutinho, 2009).

Generation Y consumers perceive brand identification toward brands with high reputation for two reasons. First, Brands with strong reputations are always associated with these images. Perceived high reputation supports the ideal-self image in matching self-brand connection. This phenomenon is apparent in the use of celebrity endorsements to increase brand identification in generation Y consumers (Bush, Martin, & Bush, 2004; Choi, Lee, & Kim, 2005).

Second, generation Y consumers are very concerned about the opinions of others. Generation Y consumers grew up in an environment filled with social media (Bolton *et al.*, 2013). Studies of social media websites such as Facebook (Lee, Xiong, & Hu, 2012; Prideaux & Coghlan, 2010) reveal that generation Y consumers use the opinions of other people to shape their identity. This generation is concerned about the information they share on Facebook, how fast they can access the Internet to share cool photos, the number of "like" clicks they get, and the comments their friends make. Like shared knowledge, brand reputation accelerates sharing behavior by generation Y. Because of the intrinsic need for sharing, generation Y consumers have the strongest identification with brands that have a strong reputation. Meanwhile, Nusair et al. (2013) also proved that through social interactions on social media, generation Y consumers can gain trust and loyalty toward their consumption of travel products. The experience of social interaction can further make generation Y consumers gain affective commitment to engage in the consumption experience (Bilgihan et al., 2014), forming identification with the consumed brands. For the above reasons, generation Y consumers are more likely to perceive identification toward hotel brands with high reputation than low reputation. Thus, we propose the following:

H2: Brand reputation is positively related to brand identification

Researchers have studied whether consumption results in hedonism. Hirschman and Holbrook (1982) argued that hedonic consumption is a trend that consumers enjoy multisensory, emotional and fantasy feelings in shopping experience. Babin, Darden, and Griffin (1994) summarized that consumers exhibit hedonism through "increased arousal, heightened involvement, perceived freedom, fantasy fulfillment, and escapism" (p. 646). Enjoyment, feeling of escapes, and feels delighted are main items in measuring the extent of hedonism in a product, service or brand experience (Babin *et al.*, 1994). Grappi and Montanari (2011) further defined hedonism as positive emotions, enjoyment and playfulness exhibited during consumption experiences.

Babin *et al.* (1994) reported that generation Y have high hedonism. Since generation Y consumers are recreation seekers (Bakewell & Mitchell, 2003), they identify with brands that elicit hedonism. Sullivan and Heitmeyer (2008) also argued that generation Y consumers enjoy shopping and prefer high quality goods. The linkage between hedonism and brand identification is supported by self-brand connection. Consumers satisfy an important personal need when they link their personal experience with a brand image, and consumers can perceive strong and meaningful self-brand connection with the brand (Moore & Homer, 2008). This is a mutual connection process to create self-brand connection. From the perspective of generation Y consumers, hedonism of lifestyle hotel brands can be linked to their personal experience about enjoying fun and freedom. From the service provider perspective, lifestyle hotel brands that have high hedonism and provide good brand experiences are the most satisfactory to generation Y consumers. Thus, through self-brand connection, when generation Y consumers perceive high hedonism of a hotel brand, they can recognize high brand identification toward the hotel brand. Therefore, the following hypothesis is proposed:

H3: Hedonism is positively related to brand identification

Novelty can be defined as the difference between current perception and prior experiences (Pearson, 1970), which generates feelings of new way, escape, adventure, thrill, boredom alleviation, and surprise (Duman & Mattila, 2005). Hirschman (1980) argued that "the basic notion underlying the construct of novelty seeking appears to be that through some internal drive or motivating force the individual is activated to seek out novel information" (p. 284). According to Duman and Mattila (2005), "novelty is one of the basic motivations driving leisure travelers' search for new and different experiences (p. 313)."

As mentioned before, generation Y consumers are interested in shopping and spend more freely compared to other generations in their family. Shopping is a common leisure activity for generation Y consumers (Ma & Niehm, 2006). Shopping is a novelty-seeking process. Thus, brands with high novelty can satisfy the natural habits of generation Y consumers as well as enhance their brand identification. Furthermore, generation Y consumers have more concerns on face gain during shopping compared to other generations (Yu & Bastin, 2010). A mixed method study by Yu and Bastin (2010) found that brand novelty gives young consumers a way to gain face. With the popularity of social media among generation Y consumers, "gaining face" is a major concern (Lim, Vadrevu, Chan, & Basnyat, 2012). When using social media, people also prefer to press like it or leave praise message for novel information. For generation Y consumers, hotel brand novelty reveals novel information for sharing to gain face.

On the other hand, generation Y consumers' tendency of seeking coolness also makes novelty important in enhancing brand identification. Ferguson (2011) noted that cool is commonly associated with the opposition to main strain values and countercultural attitude, and is internalized by generation Y consumers as a core value in social interactions and consumption. The demand for "looking cool" motivates generation Y consumers to purchase brands which can provide them adventure experiences (Ferguson, 2011). Therefore, hotel brands which can allow generation Y consumers perceive novelty can satisfy their need for cool, and then make them perceive identification with the hotel brand. Taken together, the literature indicates that novelty not only reflects the personal interests of generation Y consumers; it also satisfies their intrinsic needs. Hence, generation Y consumers are likely to have strong brand identification with hotels that have high novelty. Based on the above literature, the following hypothesis is proposed:

H4: Novelty is positively related to brand identification

2.4.2 Outcomes of brand love
2.4.2.1 Positive WOM

Positive WOM is a behavior in which consumers invest resources such as time and energy to share positive information. Webber (2011) found that positive WOM is an ongoing behavior in which consumers share positive aspects of a brand, service experience or product quality. Dick and Basu (1994) argued that positive WOM is an outcome of a trustworthy consumer-supplier relationship. Willingness to invest resources is a passion-driven behavior in brand love (Batra *et al.*, 2012). Consumers who have positive brand experiences enjoy sharing their positive experiences with

others (Litvin, Goldsmith, & Pan, 2008). Thus, consumers who have strong love for a brand are willing to contribute positive WOM. In contrast, negative WOM is defined as sharing negative experiences or information about services or goods (He & Harris, 2014). Consumers take negative WOM as an approach for venting negative emotions, warning others, reducing anxiety, or seeking retaliation (de Matos & Rossi, 2008).

A meta-analysis study by de Matos and Rossi (2008) found that commitment has the strongest correlation with WOM, followed by perceived value, quality, trust, and satisfaction. Consumers who have love for a brand have a strong commitment to the brand, which then leads to positive WOM. Moreover, Chung and Darke (2006) found that consumers are most likely to give positive WOM for self-relevant products. The term "self-relevant" is similar to one main dimension of brand love, self-brand integration, proposed by Batra *et al.* (2012). When consumers reach the self-brand integration stage, they have no difficulty engaging in a positive long-term relationship with a loved brand. Generation Y consumers are most likely to give positive WOM about their most-loved brands because their loved brands can fit with their lifestyle. Sharing positive information and experiences of a loved brand can be considered as means for generation Y consumers to represent "who I am" in social interactions. Hence, we hypothesize the generation Y consumers are most likely to give positive WOM for their loved brands. Therefore, the following hypothesis is proposed:

H5: Brand love is positively related to positive word-of-mouth

2.4.2.2 Revisit intention

Revisit intention is a behavior that indicates loyalty to a loved brand (Batra *et al.*, 2012; Loureiro & Kaufmann, 2012). Most scholars measure revisit intention by the intention to buy a specific brand the next time they purchase a product and to make the brand the first choice compared to other related brands (Kim, Kim, & Kim, 2009; Loureiro & Kaufmann, 2012). Previous studies of brand love have found that revisit intention is an imprtant outcome. Loureiro and Kaufmann (2012) found that brand love of wine has a strong effect on the consumer intention to buy a specific brand of wine during their next purchase Bergkvist and Bech-Larsen (2010) found that for a loved brand in 3C (computer, communication, and consumer electronics), clothing and medicine, consumers usually prefer the brand over related brands in the same category. In Carroll and Ahuvia (2006), 334 participants reported brand love for 170 different brands in 66 different categories. Their empirical data further showed that brand love is significantly related to revisit intention. Taken together, the literature indicates the brand love positively affects the intention to stay at the hotel brand again. Thus, the following hypothesis is proposed:

H6: Brand love is positively related to revisit intention

2.4.2.3 Price premium

Price premium was defined by Rao and Bergen (1992) as "the excess price paid, over and above the fair price that is justified by the true value of the product" (p. 412). Consumers are willing to pay a price premium when they believe that a brand can provide value higher than the current price. Previous studies have found that consumers are willing to pay more than the true value of a specific brand of a product or service because brands can add values (Homburg, Koschate, & Hoyer, 2005; Persson, 2010). Moreover, Homburg *et al.* (2005) pointed out that cumulative good consumption experience is the main reason why consumers want to pay more. The cumulative good consumption experience enhances the relationship between consumers and a brand. Like dating with a love partner, love feelings can be created through this cumulatively enhanced relationship. Hence, love becomes the additional value that makes consumers willing to pay more than the fair price for the brand (Batra *et al.*, 2012).

Bakewell and Mitchell (2003) further explained that generation Y consumers are "born to shop" and that most have a recreational shopping style because "they have learned to shop and make brand decisions sooner compared to previous generations" (p. 98). The recreational shopping style and quick brand decisions of generation Y consumers make paying price premium highly possible to happen. To enjoy limited recreational services or products and get early access to updated brand experiences, generation Y consumers are willing to pay more for their loved brands. O'Cass and Choy (2008) also found that generation Y consumers are willing to pay a price premium for brands with fashion elements. Taken together, young consumers expect to pay a price premium for their loved brands. For the above reasons, we propose the following:

H7: Brand love is positively related to price premium

3. Method
3.1 Sampling and data collection

This study focuses on brand love for lifestyle hotels. The JJ-W Hotel located in Tainan city, Taiwan was selected for this case study. The JJ-W Hotel is a lifestyle hotel that based on "a deep love for the local history and a wish to refresh it with contemporary thoughts" (JJ-W Hotel, 2013). This hotel was originally designed by Mrs. Hsiu-Lian Wang, the first female architect in Taiwan, and was built in 1905.

In 2009, the hotel building was renovated and was rebranded as JJ-W Hotel with modern design and nostalgic factors. Before designing and decorating the new JJ-W Hotel, the owners invited experts from different professions, such as Ming-Liang Tsai (film director), Julian Stallabrass (art historian and critic), Adam Broomberg & Oliver Chanarin (photographers), Ra Hei Zi Palifo (aboriginal artist) and Patrick Su (hospitality professor). Moreover, the JJ-W Hotel hosts art exhibitions at rooms in different seasons. Each room of the JJ-W Hotel has a different style and was designed by a different artist. This innovative practice makes the JJ-W Hotel full of lifestyle factors that dynamically change by season to continue catching the heart of generation Y. Because of its unique lifestyle and market popularity, this study surveyed consumers at the JJ-W Hotel.

Before data collection, 50 consumers at the JJ-W Hotel were invited for pilot study for ensuring the validity of the measurement items and adjusting word usage in the survey. The consumer survey was designed to focus on Y generation consumers. The questionnaire was distributed in an envelope to guests who were asked to seal the completed questionnaire before returning it to the hotel front desk. The hotel staffs were asked to distribute the questionnaire in the same manner until at least 300 consumers completed the survey. The survey was collected from March 2014 to February 2015. Out of 300 distributed, 246 valid questionnaires were collected from generation Y travelers.

3.2 Measurement

All constructs were measured by applying or revising scales from previous studies. The scales, originally in English, were translated into Chinese through back translation (Brislin, 1970). The survey scales was pretested with 15 hospitality and tourism graduate students who stayed at lifestyle hotels before. Based on suggestions of Summers (2001), these students were asked to complete the questionnaire independently, and provide comments about how to improve items. All scale items were measured by 5-point Likert scale, ranging from 1 for "strongly disagree" to 5 for "strongly agree."

The operational definition of hedonism is level of hedonism of a hotel brand perceived by consumers. Hedonism was measured by 4 items developed by Grappi and Montanari (2011). The operational definition of brand reputation is consumers' subjective perceived reputation toward a hotel brand. Brand reputation was measured by 3 items developed by Veloutsou and Moutinho (2009). The operational definition of novelty is new way, escape, adventure, thrill, boredom alleviation and surprise. Novelty was measured by 10 items from Duman and Mattila (2005). The operational definition of brand identification is the degree of integration between a hotel brand

with a consumer. Brand identification was measured by 3 items from Hwang and Han (2014).

The operational definition of brand love is the degree of passionate emotional attachment a consumer has toward a hotel brand. Brand love was measured by 10 items sourced from previous studies (Carroll & Ahuvia, 2006; Loureiro & Kaufmann, 2012). The operational definition of positive word-of-mouth is consumers' willingness to recommend or tell good things of a hotel brand to others. Positive word-of-mouth was measured by 2 items used in Kim *et al*. (2009). The operational definition of revisit intention is consumers' intention to revisit a hotel brand. Revisit intention was measured by 2 items used in Kim *et al*. (2009). The operational definition of price premium is consumers' willingness to pay a higher price than the current price of a hotel brand. Price premium was measured by 3 items from Buil *et al*. (2013).

4. Results
4.1 Profile of participants

Descriptive analysis of the sample showed that there were more female respondents (62.2%) than male (37.8%). More than 91.5% of respondents were reported staying at the hotel for travel purpose. Most participants were single (79.7%) and those who married without children (16.3%). Around 70.2% participants own a college degree and 24.5% participants got graduate degree. More than half of the participants are professional technicians (60.2%), followed by government employees (13.4%) and students (11.8%). While the case lifestyle hotel is located in southern Taiwan, 60.6% participants came from Northern Taiwan, followed by 16.7% from central Taiwan and 13.4% from southern Taiwan. Based on the nature of consumer composition of the case hotel, this survey also included few foreign participants from Hong Kong and Macau (2.4%), China (2.4%), Malaysia (2.4%), and Singapore (0.4%). Besides, 32.9% participants had annual income of $15,000-30,000, 29.7% were under $10,000, and 22.4% had $ 10,000-15,000. The average annual income was $19,315 in Taiwan in 2014 (National Statistics, 2015). In terms of visitation frequencies, 75.2% participants were first-time consumers while 24.8% were repeated consumers.

4.2 Measurement model

Confirmatory factor analysis was conducted to test measurement reliability and validity with results indicating an acceptable model fit (Table 1). All items (Table 1) were significant (p <0.01) with a coefficient of factor loading of 0.63-0.95. Except for two items of brand love, all factor loadings were larger than 0.4. The *t* values for the

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factor loading of most measurement items were significant ($p < 0.01$). The composite reliabilities of most constructs were above 0.8. Average variance extracted (AVE) for each construct was larger than 0.5. On the basis of these results, we conclude that our constructs were reliable and unidimensional (Bagozzi and Yi 1988; Gerbing and Anderson 1988). To achieve discriminant validity, the coefficient for a correlation between a pair of constructs should be lower than the squared root of AVE for each construct (Fornell and Larcker 1981). Every construct in the model achieved this requirement, indicating adequate discriminant validity (Table 2). Composite reliability (CR) of all constructs was 0.83–0.94, with almost all above the recommended value of 0.7. This indicated adequate internal consistency (Hair, Anderson, Tatham, and Black 1998).

Table1. Confirmatory factor analysis of constructs and items

Construct / Variable	M	SD	SFL	CR	AVE
Brand Reputation (BR)				0.91	0.77
This hotel brand is trustworthy	4.36	0.71	0.91*		
This hotel brand is reputable	4.41	0.68	0.85*		
This hotel brand makes honest claims	4.29	0.73	0.87*		
Hedonism (HM)				0.90	0.69
This experience was truly enjoyable	4.28	0.73	0.86*		
I truly felt it like an escape	4.19	0.81	0.72*		
I enjoyed the experience for its own sake	4.23	0.77	0.89*		
I truly felt delighted	4.31	0.75	0.85*		
Novelty (NY)				0.92	0.54
As though I was in a different world	3.75	0.95	0.78*		
That this was a memorable experience	3.98	0.85	0.76*		
A sense of escape or getting away from it all	3.72	0.93	0.72*		
Like I was on an adventure	3.47	0.98	0.74*		
That I was being stimulated or challenged in some way	3.84	0.88	0.79*		
That I was doing something thrilling	3.82	0.89	0.76*		
That I was having a once in a lifetime experience	3.95	0.86	0.78*		
Like I was doing something new and different	3.72	0.94	0.76*		
A feeling of romance	3.44	0.93	0.59*		
Like I had a chance to meet interesting people	3.36	1.03	0.63*		
Brand Identification (BI)				0.82	0.60
When someone praises this hotel brand, I take it as a personal compliment to me.	2.82	1.09	0.65*		
I am very interested in what others think about this hotel brand	3.57	0.99	0.88*		
I feel good when I see a positive report in the media about this hotel brand	3.75	0.93	0.78*		
Brand Love (BL)				0.88	0.49
This is a wonderful brand	3.77	0.85	0.64*		
This brand makes me feel good	4.10	0.77	0.80*		

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This brand is totally awesome	3.96	0.87	0.72*
This brand makes me very happy	3.93	0.80	0.81*
I love this brand	3.90	0.85	0.82*
This brand is a pure delight	3.94	0.77	0.84*
I am passionate about this brand	3.63	0.90	0.83*
I'm very attached to this brand	3.57	0.98	0.80*

Positive Word-of-Mouth (WO) — — — — 0.94 0.89

I would recommended this hotel to other people	4.22	0.79	0.96*
I would tell other people positive things about this hotel	4.25	0.74	0.93*

Revisit Intention (RV) — — — — 0.84 0.72

I consider this hotel as my first choice compared to other hotels	3.84	0.90	0.84*
I have a strong intention to visit this hotel again	4.00	0.85	0.86*

Price Premium (PP) — — — — 0.91 0.77

The price of this brand would have to go up quite a bit before I would not consider buying it	2.96	0.99	0.81*
I am willing to pay a higher price for this hotel than for other brands of hotel	3.24	0.96	0.88*
I am willing to pay a lot more for this hotel than for other brands of hotel	2.90	0.93	0.93*

Note : * p< .05

Table 2. Correlations of the constructs

	BR	HM	NY	BI	BL	WO	RV	PP
BR	*0.87*							
HM	0.67*	*0.83*						
NY	0.48*	0.72*	*0.73*					
BI	0.29*	0.43*	0.55*	*0.77*				
BL	0.55*	0.68*	0.72*	0.61*	*0.70*			
WO	0.58*	0.72*	0.58*	0.54*	0.63*	*0.94*		
RV	0.49*	0.66*	0.62*	0.56*	0.66*	0.81*	*0.84*	
PP	0.24*	0.34*	0.45*	0.53*	0.49*	0.45*	0.59*	*0.87*

Note: The diagonal elements are the squared roots of the AVE.

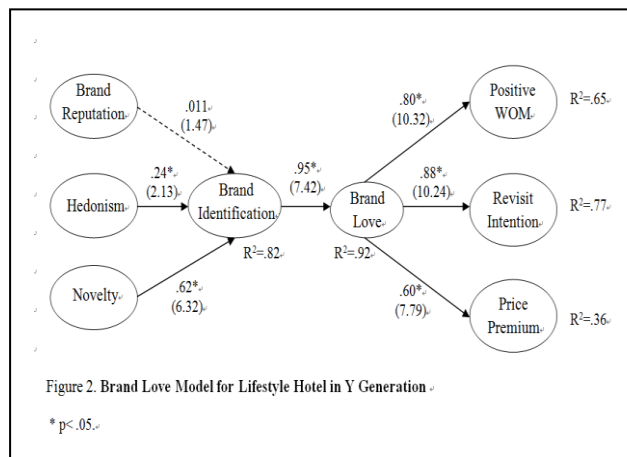The off-diagonal elements are the correlations between the constructs;

* p< .05.

4.3 Structural model

Fits indices of the estimated structural model indicated that the model provided an acceptable fit, with χ^2/df =2.03, goodness of fit index (GFI) = 0.80, standardized root mean square residual (SRMR) = 0.057, comparative-fit index (CFI) = 0.99, normed fit index (NFI) = 0.97 (Jöreskog and Sörbom 1993). Figure 2 shows path coefficient and indicates that brand identification was significantly affected by novelty ($\gamma = 0.62$, $p < 0.01$) and hedonism ($\gamma = 0.24$, $p < 0.05$), but brand reputation ($\gamma = 0.11$, $p > 0.05$) had no significant effect on brand identification. Brand love was significantly affected by brand identification ($\gamma = 0.95$, $p < 0.01$). Besides, brand love is positively related to positive word-of-mouth ($\gamma = 0.80$, $p < 0.01$), revisit intention (γ

$= 0.88$, $p < 0.01$), and price premium ($\gamma = 0.60$, $p < 0.01$).

Figure 2. Brand Love Model for Lifestyle Hotel in Y Generation

* p<.05.

5. Discussion

This study examined brand love for a lifestyle hotel brand in generation Y consumers and found that brand identification is the major antecedent of brand love. Meanwhile, brand identification is influenced by novelty and hedonism. Outcomes of brand love include revisit intention, positive WOM, and price premium. The findings indicated that creating a novel atmosphere and hedonic values cause generation Y consumers perceive identification with a hotel brand, which then leads to brand love for developing long-term brand relationship. However, brand reputation did not have a significant effect, probably because the case hotel brand just opened six years ago. Since brand reputation accumulates over time (Veloutsou & Moutinho, 2009), consumers who possess love feelings for the case hotel consider less on brand reputation.

Findings of this study contribute several theoretical insights. First, this study proved that both novelty and hedonism are significant former antecedents of generation Y consumers' brand love toward lifestyle hotel brands. Without brand reputation received from other parties and channels, consumers' subjective perception of novelty and hedonism can still dominate the creation of love feelings. It implies that subjective experience of novelty and hedonism are more important than objective reputation to influence generation Y consumers' brand love. Second, this study proved brand identification as the major antecedent of brand love. Empirical results showed that brand identification can be improved by novelty and hedonism, and then exerts positive influence to brand love. That is, brand identification serves as the gate in the middle of creating love feelings. Factors which enhance brand love should firstly be able to improve brand identification, so that brand identification can later strengthen brand love. Third, this study further proved revisit intention, positive WOM, and price premium as significant outcomes of brand love. Although it is not new in testing

brand loyalty as the outcome of brand love, this study is the pioneer in testing the relationship based on generation Y consumers' perspective toward lifestyle hotel brands. Such finding enriches our knowledge about a specific target market in a rising brand segment.

5.1 Antecedents of brand love
5.1.1 Brand identification and brand love

This study found that brand identification and brand love are positively related, which is consistent with Kressmann *et al.* (2006), who argued that consumers who have a strong identification with a brand are likely to have strong   affective linkages with the brand. Since Generation Y consumers take brand identification as a social sign to represent themselves in the society, hotel managers should try to improve their marketing strategies for winning Generation Y consumers' identification. For example, hotel managers can use an official Facebook page as a platform for maintaining affective relationships with consumers. Through Facebook, information such as how wholehearted housekeepers do in maintaining cleanness in every piece of the property, how sincere stewards are in welcoming all kinds of guests, and how hard chefs try in creating fantastic cuisine can be shared to improve readers' emotional feelings toward the hotel brand. It's like the way to tell a love partner how hard we tried in showing our best to love them, make him or her touched by our message, and then gain identification. When guests visit, hotel managers should plan themed events to improve brand identification, such as blue music night, surrealism art gallery, or gangnam style dance party. Elements of novelty and hedonism can be embedded in designing these themed events. By participating themed events, consumers can feel the brand cares about their specific interest as if they are in the same social group, and then perceive close relationship with the brand.

5.1.2 Antecedents of brand identification

In generation Y consumers, brand identification results from novelty and hedonism. Such findings not only fit the study of Yu and Bastin (2010) about the need for novelty brand features of young consumers, but also explain the actions of international hotel firms to add novelty and hedonic features into their new hotel brands. Hotel brands such as Canopy by Hilton and Moxy hotels are examples of this current trend. Therefore, when generation Y consumers believe that a hotel is new, cool, and surprising, they normally identify the hotel brand. Hotel managers can use these findings to create novel experiences such as by operating a menu-less modern restaurant, hosting flash mob art performances, inviting artists and designers to display innovative works, or design apps of themed travel maps for guests to explore

the local city. Besides, hotel managers should try to provide consumers with hedonistic experiences of a brand through products and events. For example, hotels can assist consumers by hosting cosplay parties, arrange dates with celebrities, or invite famous artists to lead workshops for consumers to accomplish art works. By enhancing consumer hedonism, these activities can enhancce consumer identification with a lifestyle hotel brand.

For international hotel firms, when adding novelty and hedonic features in their lifestyle hotel brands, it is important to keep some differences among properties under the same brand. By doing so, brand lovers will not feel bored in visiting different properties under the same hotel brand. From guests' perspective, their perceived novelty in a hotel brand can be maintained when finding something new at different stays. The differences in novelty and hedonism among properties can be designed through combining local unique culture and tourism resources. Each property can cooperate with local independent shops, local art workshops, traditional markets, and art markets to plan locally-featured visiting packages for consumers to participate. The locally-featured visiting packages allow generation Y consumers to freely involve themselves in the local life and deeply explore unique experiences.

5.2 Consequence of brand love

This study found that, when generation Y consumers posess love feelings and feel good toward a hotel brand, they generally engage in following positive behavioral intentions for the hotel, including revisit intention, positive WOM, and willingness to pay price premium. To sustain the long-term love relationship, hotel managers can try an emotionally driven approach to date with generation Y consumers. First, in maintaining revisit intention, lifestyle hotels have to establish systems to record member guests' preferences, and try their best to actively provide customized services and products for member guests' next stay. By serving like a sweet love partner in each stay, brand lovers will be indulged in the sweet brand experience. Meanwhile, in playing like a sweet love partner, it is important to involve surprise and quality for maintaining novelty and hedonism in the brand experience.

Second, in improving positive WOM, lifestyle hotels have to touch generation Y consumers' heart through customer relationship management. Consumers who touched by the approach would actively and emotionally share their positive stay experiences. For example, the customer relationship management can be embedded in hotel restaurants' services and products. Since young consumers are not early birds, the breakfast time at lifestyle hotels can be extended to noon. Menu items should be seasonally changed and delicately displayed to satisfy generation Y consumers' need for novelty and hedonism, which then motivate their desire to take photos for sharing.

On the other hand, lifestyle hotels can also host volunteering activities and invite consumers to join community services. During the volunteering activities, food and beverage can be provided by hotels. Photos of the volunteering activities can be posted publicly for participants to further share their experiences to others.

Third, in utilizing consumers' willingness to pay for price premium, lifestyle hotels can propose programs for generation Y consumers to select. The programs should keep elasticity for adjustment based on consumers' needs. Besides, novelty and hedonism should be involved in experiencing these programs. For example, propose programs can be provided to assist consumers propose to their lover, party programs can be offered to allow consumers fully enjoy celebrations, and relax programs can be customized based on consumers' private demand for releasing work stress.

5.3 Limitations and suggestions for future research

Despite the valuable contributions of this study, some issues are worth further investigation in future studies. First, how other generations perceive lifestyle hotel brands needs further clarification. Perspectives of other generations such as X and Z should be analyzed so that hotel managers can effectively market lifestyle hotel brands to interested consumers in other generations. Second, the research framework can also be examined at hotel brands in other segments. Some hotel brands in other segments, such as Courtyard by Marriott and element by Westin, still add some lifestyle features in their hotel designs. An interesting question is whether the framework of pure lifestyle hotel brands can also be supported by these brands. Third, cross-cultural studies in lifestyle hotel brands are needed to improve understanding of lifestyle hotel brands. Different cultures might use different features to define lifestyle. Such differences might significantly change hotel branding. For example, InterContinental Hotels Group recently proposed that HUALUXE Hotels and Resorts should introduce luxury features to meet the demands of Chinese consumers. Fourth, cross-national studies in lifestyle hotel brands are needed for examining the proposed research framework. In this study, majority of the participants were domestic travelers, which limits the possibility to compare foreign travelers' perceptions toward the locally established lifestyle hotel brand. The use of convenience sampling also limits the generalizability of this study. Hence, future studies need to include international consumers, and further analyze differences of consumers' socio-demographic characteristics in influencing the depth, richness, and length of brand relationship.

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