Measuring Emotional Resonance Experience: An Exploratory Analysis Among F&B Cashew Consumers in Indonesia

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Abstract - In this era, consumers face with increasingly abundant product choices, making businesses' ability to build meaningful emotional connections a crucial differentiating factor. Therefore, the concept of Emotional Resonance Experience (ERE) becomes important, as it not only triggers temporary emotional responses but also creates deep and sustainable personal resonance that strengthens psychological bonds and long-term loyalty. However, there is still a gap in identifying the specific factors that effectively shape this emotional resonance. This study aimed to identify and validate the fundamental factors forming ERE among consumers. A quantitative method was employed by distributing questionnaires through Google Forms to 121 Renjana Cashew consumers. The collected data were analyzed using Exploratory Factor Analysis (EFA) with SPSS to determine the underlying dimensions of ERE. The results reveal five factors that form ERE: emotional engagement, memorable experience, personal meaningfulness, personal relevance, and reliability. These five factors collectively explain 93.168% of the total variance. The findings indicate that ERE is a multidimensional phenomenon shaped not only by emotional attachment but also by cognitive relevance and product reliability, which contribute to consumers' sense of stability and trust. The novelty of this research lies in the empirical validation of five structured dimensions that effectively explain the mechanism of creating deep and sustainable emotional bonds, providing a tested ERE model that enriches the literature on consumer behavior and experiential marketing.

Keywords: Emotional Resonance Experience, Engagement, Experience, Emotional Experience, Experiential Marketing

I. INTRODUCTION

The dynamics of the food and beverage (F&B) industry, especially in Indonesia, have undergone significant transformation driven by the acceleration of changes in consumer preferences, the massive adoption of technology, and increasingly intense market competition (DSouza, 2023). East Java Province, as one of the locomotives of the rapid economy and the center of tourism activities and the creative industry, has become a crucial arena for the growth and innovation of the F&B sector. The dynamics of the increasingly competitive market today encourage business actors to go beyond the functional advantages of products or services alone (Nova et al., 2024). This phenomenon can be seen in the growth of artisan cafes to restaurants with thematic concepts, which do not only offer culinary products but also offer a comprehensive experience for their customers (Ahmad et al, 2022). The central problem facing the industry is the difficulty of achieving sustained differentiation and long-term loyalty in a crowded market. Therefore, the capability of a business to build and maintain deep emotional connections with its consumers can be a fundamental differentiator, enabling it to form a sustainable competitive advantage (Velthuis, 2022).

In the current market environment, consumers face increasingly abundant choice. So that the ability of business actors to build deep and meaningful emotional

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connections become a crucial key to differentiation (Soviyanti & Khairani, 2024). The urgency of this research stems from the need to operationalize and measure this deep connection through the concept of the ERE. ERE is created as an important dimension that not only triggers a momentary emotional response but also resonates personally and sustainably with consumers (Wiyatiah et al., 2023), and ultimately forms strong psychological bonds and long-term loyalty (Ahmed et al., 2024; Bapat, 2020). This experience can be a strong foundation for long-term consumer loyalty, brand advocacy, and irreplaceable consumer preferences (Bing et al., 2024). This urgency is amplified in the fast-moving consumer goods snack industry, which is inherently closely connected to sensory, experience, and emotional memory (Gupta et al., 2021). Nowadays, consumers are not only looking for food and beverages to fulfill their basic needs (DSouza, 2023), but also for experiences and entertainment to create a deep impression (Ahmad et al., 2022). Seeing consumer expectations continue to move, coupled with the dynamics of the local market, further highlights the urgency of an emotional resonance experience.

In Indonesia, the F&B industry is experiencing growth driven by increasing purchasing power and a large, diverse population (Mulyawan et al., 2022). In addition, the rapid spread of information currently increases consumer awareness to start a healthy lifestyle also increase (Ma et al., 2023). One of them is achieved through a healthy and nutritious diet (Hasibuan et al., 2024). This trend is seen when consumers begin to show significant movement to consume products with health benefits (Alsubhi et al., 2023). This opens a window of opportunity for niche products such as cashews, which are positioned as a source of vegetable protein, fiber, and healthy unsaturated fats. In a market dominated by products that traditionally prioritize taste, business actors in this field face the demand to not only compete on intrinsic quality but also to provide a holistic health and lifestyle narrative. For products that do not yet have an established storytelling that can trigger ERE, building emotional value through meaningful consumer experiences and relevant brand narratives becomes essential to strengthen consumer attachment and long-term loyalty. So, consumers do not just buy nutritional benefits, but look for feelings of "good", "conscious" or "responsible" associated with healthy product choices. Each interaction in this industry can create an emotional experience that, when repeated, evolves into a deeper emotional resonance experience (Lianto & Harianto, 2024).

Similarly, the digital revolution in marketing has also changed the landscape of interactions between brands and their consumers. In this era, the dominance of social media, e-commerce, food delivery apps, and digital content have become the main channels for F&B brands to reach, influence, and interact with consumer decisions (Hidayat, 2024). This digitalization era opens up unlimited opportunities for business actors to personalize and create unforgettable experiences (Mustari, 2024). However, in the era of massive digital information and interaction, business actors often find it difficult to create authentic and deep emotional connections. This is because interactions on digital platforms tend to be transactional or informative, rather than the personal approach that is essential to building deep emotional resonance (Vitsentzatou et al., 2022).

Although the theoretical foundations of brand resonance, customer experience, and emotional branding have been widely studied, there remains a research gap in identifying specific factors that effectively form emotional resonance experience. While previous studies tend to examine consumers' emotions towards products and experiences, those studies have not explicitly examined the complex mechanisms that create deep and sustainable emotional bonds, thereby enabling the formation of emotional resonance experience variables. Therefore, the novelty of this study lies in bridging this gap by being the first to empirically identify and validate five specific, structured dimensions that contribute to the formation of emotional resonance experience in consumers in the F&B industry, especially in considering the combination of physical aspects and digitalization of marketing. Furthermore, this study aims to enable F&B business actors to develop marketing strategies that are not only effective at capturing consumer attention but also capable of creating lasting impressions.

II. METHODS

This study applies a quantitative method to identify the factors forming the ERE. The primary data are collected through a structured questionnaire distributed via Google Forms, which served as the main research instrument. The questionnaire was disseminated in May 2025 using a WhatsApp broadcast. To ensure data integrity and prevent duplicate responses, the Google Form was configured to allow only one submission per unique Google account. This study population consists of 174 Renjana Cashew consumers who purchase products in December 2024. The researchers use a simple random sampling technique to determine the sample and the Slovin formula to calculate, so 121 Renjana Cashew consumers are obtained as respondents. Responses are measured using a five-point Likert scale, where 1 indicates "strongly disagree," and 5 indicates "strongly agree". Furthermore, this study uses Exploratory Factor Analysis (EFA) in SPSS as an analysis tool. Variables with similar underlying characteristics are grouped into the same factor. The research model can be seen in Table 1.

Several factors influence the ERE. Ahmed et al. (2024) argue that emotional engagement in marketing, such as connection, feeling, happiness, and attachment, enables consumers not only to act as users but also to feel emotionally connected to the company. This

Table 1 Questionnaire Instrument

Indicators	Statement	References
Connection	I feel a strong emotional connection with Renjana products.	Ahmed et al. 2024, Mostafa & Kasamami, 2021, Bapat, 2020
Feeling	Renjana products are able to build positive emotions within me.	
Happiness	Experience with Renjana products makes me feel happy.	
Attached	I feel a strong sense of attachment to Renjana products.	
Impression	Renjana has created a memorable impression that is unforgettable.	Bapat, 2020 Mostafa & Kasamami, 2021
Nostalgic	Renjana products remind me of meaningful memories from the past.	
Remember	Renjana is able to remind me of	
Image	positive moments with this brand.	
	The experience with Renjana Products left a lasting impression on me.	
Involvement	I feel actively involved in activities organized by Renjana.	Yu et al., 2020 Chen et al., 2022
Relation	I enjoy interacting with content or communities related to Renjana products.	
Interaction	Renjana products encourage me to personally to participate in the activities.	
Associated	I feel like a bigger part of Renjana's products	
Understanding	Renjana Products understand my unique needs	Bapat, 2020 Mostafa & Kasamami, 2021
Relevant	Renjana's offerings consistently feel personally relevant to me.	
Individual	I feel that Renjana products resonate with me as an individual.	
Perception	Renjana products are able to provide according to my preferences.	
Trust	I believe Renjana products deliver experiences that meet my expectations.	Ding & Tseng, 2015, Yu et al., 2020
Consistent	Renjana products consistently make me feel good.	
Safety	I feel safe when consuming Renjana products.	
Satisfied	Renjana products never disappoint my emotional expectations.	

emotional involvement occurs due to a rapid emotional response and cognitive processing, both influenced by the nature and presentation of storytelling elements. From an intellectual perspective, Bapat (2020) suggests that cognitive engagement encourages consumers to explore experiences that maximize pleasure and minimize discomfort. Experiences generate perceived value, leading consumers to form positive brand evaluations and increasing their intention to repeat the experience. This process contributes to brand experience, where satisfaction assessments are not solely based on past experiences but also on future customer loyalty. Yu et al. (2020) and Chen et al. (2022) state that related experience is consumer behavior towards brand-related stimuli, an accumulative process regarding brand experience. Bapat (2020) and Chen et al. (2022) emphasize that sensory variables will be more meaningful when companies are able to realize consumer needs for sensory stimulation, as variations in sensory cues significantly influence consumer emotions and overall brand experience. The behavioral dimension (act) represents a strategic experiential regarding consumer behavior, focusing on consumer perceptions of their experience with a brand (Ding & Tseng, 2015). Each forming factor has four indicators which are analyzed using SPSS through EFA to group related indicators into new factors that collectively shape ERE. Thus, the hypothesis is proposed. Factors (that have been grouped) have an influence on Emotional Resonance Experience (H1).

Figure 1 shows four indicators of each factor that form ERE. EFA is conducted through several stages. First, the Kaiser–Meyer–Olkin (KMO) test is applied to assess sampling adequacy; values greater than 0.50 indicates that the data are suitable for factor analysis. Bartlett's Test of Sphericity was then performed to examine the presence of correlations among variables, where a significance value below 0.05 indicates that factor analysis is appropriate. Furthermore, the Measurement of Sampling Adequacy (MSA) test is evaluated to determine the degree of correlation among variables, as indicated by the MSA value, which must be below 0.5. The next stage is to extract factors based on the eigenvalues; only those with values greater than 1. To enhance interpretability, factor rotation was performed using the Varimax method, with factor loadings exceeding 0.50 considered significant. The

final stage involved naming the newly formed factors based on the indicators that loaded onto each factor.

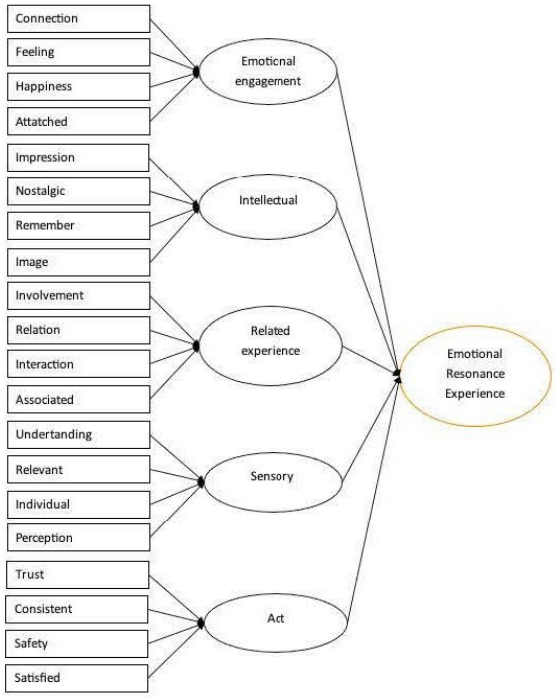


Figure 1 Conceptual Framework

III. RESULTS AND DISCUSSIONS

Before the main factor analysis, an overview of the respondents' profiles and data collection coverage is provided to establish the contextual background of the findings. The study targets a population of 174 Renjana Cashew consumers who purchased products in December 2024. Data collection results in 121 valid responses, as determined using the Slovin formula, obtains through an online questionnaire distributed via WhatsApp broadcast in May 2025. This approach is specifically designed to reach the customer base of the niche brand, Renjana Cashew. The demographic analysis typically includes variables such as gender, age, and purchase frequency. Table 2 shows a detailed breakdown of the demographic characteristics of the 121 respondents. It ensures that the findings are interpreted within the correct consumer context.

The demographic profile of the 121 respondents indicates a concentration within a specific consumer segment. Regarding gender distribution, most respondents are female, comprising 70 individuals (57.85%), while male respondents accounted for 51 individuals (42.15%). Regarding age distribution, the sample is predominantly composed of younger adults, with respondents aged 26-35 years representing the largest group (58 respondents, 47.93%), followed by those aged 18-25 years (45 respondents, 37.18%). Collectively, respondents under the age of 35 represent more than 85% of the total sample, highlighting the strategic importance of this demographic to the brand. Regarding purchase frequency, most respondents are relatively new or moderate repeat buyers, with 62 respondents (51.24%) reporting purchases of one to three times. Frequent buyers (more than 4 times) constitute a smaller yet significant segment, accounting for 24 respondents (19.83%). This profile confirms that the data primarily reflects the experience of young to middle-aged adult women who are repeat consumers of Renjana Cashew.

Several assumption tests for EFA are conducted to ensure the suitability of the data for analysis (Zakiyah et al., 2022). The initial stage involves examining the KMO value and Bartlett's Test of Sphericity to test the correlations among variables.

Table 2 Characteristic of Respondents

Characteristic	Category	Number of Respondent	Percentage (%)
Gender	Male	51	42.15
	Female	70	57.85
Age	18-25	45	37.19
	26-35	58	47.93
	36-45	14	11.57
	>46	4	3.31
Frequency of Buying	1-2 times	62	51.24
	3-4 times	36	28.93
	>4 times	24	19.83

Table 3 Kaiser-Mayer-Olkin Test and Bartlett Test of Sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		**0.914**
Bartlett's Test of Sphericity	Approx. Chi Square	3687.116
	df	190
	Sig.	0.000

Based on Table 3, where the Kaiser-Meyer-Olkin (KMO) value in this study is 0.914 or above 0, and the significance value is 0.000 or below 0.5. Therefore, the sample is sufficient to be factored and analyzed (Sürücü et al., 2024). The Measure of Sampling Adequacy (MSA) value for all variables shows above 0.5, confirming that each variable is appropriate for inclusion in the analysis. The detailed MSA results are presented in Table 4.

The next stage involves factor extraction, with the results presented in Table 5. The magnitude of the formed factor is known from the Eigenvalue results, which show values greater than 1. From the 20 measurement items, five factors are retained, with Eigenvalues exceeding 1, as shown in Table 5. It indicates that each retained factor contributes

significantly to explaining the variance in the data and meets the minimum criterion for factor retention in EFA. The total variance that can be explained from the EFA results is 93.168%. This indicates a strong factor structure and a high explanatory power of the extracted factors (Sürücü et al., 2024).

Table 4 Measure of Sampling Adequacy

Item	Anti Image Correlation
X1	0.870
X2	0.745
X3	0.842
X4	0.856
X5	0.882
X6	0.857
X7	0.839
X8	0.802
X9	0.857
X10	0.802
X11	0.801
X12	0.777
X13	0.751
X14	0.895
X15	0.867
X16	0.818
X17	0.867
X18	0.946
X19	0.846
X20	0.887

Table 5 Total Variance Explained

	Initial Eigenvalues		
Component	Total	% of Variance	Cumulative %
1	9.862	49.308	49.308
2	2.995	14.975	64.284
3	2.511	12.557	76.842
4	2.060	10.302	87.143
5	1.205	6.025	93.168

Subsequently, factor extraction was conducted using Principal Component Analysis (PCA) to identify groups of variables that share common variance. Following extraction, factor rotation is carried out to ensure that the variables have been factored correctly. Factor rotation uses the Varimax method, namely an Orthogonal rotation that rotates the axes by 90 degrees. The results of PCA and rotation are shown in Table 6.

The factor analysis results indicate that five factors are extracted, each comprising a distinct set of variables, as presented in Table 6. The rotated component matrix shows that each indicator has a high loading value on its respective factor, indicating a strong relationship between the indicators and the underlying construct they represent. Most factor loadings exceed 0.70, indicating good convergent validity and confirming that the indicators adequately explain each factor. In addition, the relatively low cross-loading values indicate that the factors are well differentiated from one another. Accordingly, the subsequent step involved assigning appropriate labels to each factor based on the underlying indicators, as summarized in Table 7.

Table 6 Rotated Component Matrix

Item Number	1	2	3	4	5
2	0.947				
4	0.946				
3	0.908				
1	0.890				
6		0.943			
8		0.940			
7		0.928			
5		0.900			
13			0.952		
15			0.904		
16			0.895		0.309
14			0.829		0.313
12				0.925	
11				0.904	
10				0.896	
9				0.872	
17					0.842
18					0.820
19					0.819
20			0.314		0.798

Table 7 Naming of New Factor Extraction

Factors	Factor's Name	Indicator
1	Emotional Engagement	Connection, Feeling, Happiness, Attached
2	Memorable Experience	Impression, Nostalgic, Remember, Image
3	Personal meaningfulness	Involvement, Relation, Interaction, Associate
4	Personal relevance	Understanding, Relevant, Individual, Perception
5	Reliability	Trust, Consistent, Safety, Satisfied

Based on the factor analysis results, five factors are extracted, each consisting of specific indicators presented in Table 6. These factors are subsequently labeled as shown in Table 7. These empirically validated factors now present the new structural model of ERE for Renjana Cashew's new customers. This final structure, which reflects the actual grouping of variables derived from the data, is also presented in Table 7.

Specifically, factor 1 comprises the indicators of connection, feeling, happiness, and attachment, and is therefore labelled emotional engagement. These four indicators represent the depth and quality of consumers' emotional involvement with a product or experience. The finding aligns with Ahmed et al. (2024), who convey that emotional engagement goes beyond mere functionality and makes consumers not only users but also feel connected to the company. Connection serves as the initial emotional bond felt by consumers and develops into a positive feeling when they receive a happy experience, leading to a strong, synergistic, and sustainable attachment (Yin & Wu, 2021). Consequently, emotional engagement plays a crucial role in shaping emotional resonance experiences, including that associated with Renjana Cashew products.

The second factor consists of the indicators impression, nostalgia, remember, and image indicators. This factor is labeled as memorable experience. These four indicators describe the ability of an experience from a product or brand to create cognitive and emotional traces with fairly long durability in an individual's memory. Including evoking old memories in the minds of consumers (Ahmed et al., 2024). Impression reflects the initial perception and impact received from the experience (Mostafa & Kasamami, 2021). Nostalgia refers to the capacity of the experience to trigger sentimental or pleasant memories from the past, while remember denotes the individual's ability to recall meaningful aspects of the experience. The image represents the mental representation that is formed and embedded in consumers' minds (Tarigan, 2019). According to Rigby and Lee (2024), experiences with many elements tend to create strong and accessible memories. Consequently, this factor plays a critical role shaping emotional resonance, where emotional resonance does not occur only during the experience itself, but also through the experience's ability to echo in the consumer's memory.

The third factor consists of the indicators involvement, relation, interaction, and associate. This factor is labeled as personal meaningfulness. The four indicators emphasize the subjective dimensions and personal values that individuals get from their involvement with a product or experience. According to Prinzing et al. (2023), involvement represents deep self-investment, both cognitively and emotionally, which serves as a foundation for a meaningful experience. A relation is a bond or connection that forms, becoming personally significant. Then, interaction is a meaning that is built and strengthened through impactful participation. Meanwhile, association is a way for individuals with others, fostering a strong connection and becoming part of their personal identity. Personal meaningfulness is considered to encourage experiences to be more personally meaningful, enabling consumers not only to remember the experiences but also to have something that can influence their feelings in the long term.

The fourth factor consists of the indicators understanding, relevant, individual, and perception. This factor is labeled personal relevance and is supported by Vance (2021). The indicators describe how individuals cognitively interpret and communicate experiences or products, and what is indeed relevant to them personally. Understanding reflects the ease and clarity with which product messages or features are comprehended. Relevance refers to the extent to which a product or experience is felt and receives direct use for the individual's life context. In this case, the individual emphasizes the personalization of their experience. Personal relevance is critical in strengthening emotional resonance, as resonance is not driven solely by emotional reactions but also by cognitive recognition of personal significance. When experiences are perceived as relevant and tailored to individual needs, they can penetrate the consumer's cognitive level and strengthen the emotional impact of the resonance experience.

The fifth factor comprises the indicators trust, consistency, safety, and satisfaction. This factor is labeled reliability, which captures reliable performance, consistency in delivery, and guaranteed safety of a product or experience. Trust emerges as a result of consistent performance by the company, while safety arises because of the belief that the product has good functionality without any detrimental risks (Prasetyo et al., 2023). According to Shrestha (2021), reliability represents a fundamental pillar in establishing consumer trust and satisfaction. In emotional resonance experience, reliability is also a crucial factor that creates a foundation of stability and peace of mind. When consumers feel confident that a product or experience can perform its intended function, they experience feelings of security and reduced uncertainty (Arpah et al., 2023). This triggers a deeper resonance, so reliability not only meets basic expectations but also reduces cognitive dissonance. Therefore, consumers' experience will be more enjoyable and memorable, thereby strengthening the ongoing emotional echo.

IV. CONCLUSIONS

This study successfully achieved its objective of identifying and validating the fundamental factors that form ERE in consumers. Moreover, the findings reveal that ERE is a phenomenon composed of the dynamic interaction of five interrelated key factors. These factors are emotional engagement, memorable experience, personal meaningfulness, personal

relevance, and reliability. Each of these factors uniquely contributes to the depth and sustainability of emotional resonance in consumers. These results confirm that ERE is the culmination of interactions that not only trigger initial emotional responses but are also embedded in consumers' memories, giving them deep personal meaning and a foundation of trust and reliability.

The structural findings of ERE carry important theoretical and managerial implications. From a theoretical perspective, this study enriches the understanding of consumer behavior and experiential marketing by providing a tested model of the dimensions of ERE. This research model can be serve as a strong foundation for further research in understanding more specific antecedents and long-term consequences of ERE. From managerial perspective, these findings offer strategic guidance for companies that not only strive to meet consumer expectations but also to build deep and sustainable emotional bonds. To foster emotional engagement, companies must focus on creating strong connections through brand stories, empathy, and experience design that triggers positive feelings and happiness. To create memorable experiences, companies must create unexpected and multisensory experiences that consumers want to retell as they are embedded in consumers' memories. To foster personal meaningfulness, companies must be able to organize personalization strategies that go beyond basic preferences; in this case, companies must understand the values that are close to consumers' lives and then integrate them into unforgettable product offerings or experiences. In terms personal relevance, companies can improve by creating clear, concise, and focused communication that highlights personal benefits. Finally, building reliability is an important foundation where companies must consistently deliver the promised quality, ensure security in every interaction, and build solid trust. Collectively, these five dimensions enable organizations to exceed consumer expectations, strengthen loyalty, and build sustainable long-term relationships.

Although this study makes a significant contribution to the understanding of ERE, it is subject to certain limitations that pave the way for future research. The research is conducted using only a single brand in a specific niche segment within the Indonesian F&B industry. This context-specific approach may limit the generability of the five ERE factors across other industries or different product categories. The use of exploratory factor analysis serves to identify the factors; however, it does not establish causal relationships between these factors and subsequent consumer outcomes. Thus, future research should replicate and validate the proposed ERE model using confirmatory factor analysis or structural equation modeling in different industries. The researchers are encouraged to investigate the antecedent variables that drive each of the five ERE factors and the resulting long-term consequences.

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Data Availability Statement: Data available within the article or its supplementary materials. The authors confirm that the data supporting the findings of this study are available within the article [and/or] its supplementary materials.

Data generated at a central, large-scale facility, available upon request. Raw data were generated at [**Universitas Cuputra** and **Pakuwon Mall**]. Derived data supporting the findings of this study are available from the corresponding author [**Timothy Jason Lianto**] on request.

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