

Multi-dimensional brand experiences in co-branded products across generations

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ABSTRACT

As consumer expectations evolve, brands are tasked with creating multifaceted experiences that resonate with different generations. This study examines the influence of sensory, affective, behavioral, and cognitive brand experiences on consumer perceptions of co-branded products, with a focus on two key cohorts: Generation Y (Gen Y) and Generation Z (Gen Z). A mixed-methods approach, integrating quantitative surveys and qualitative focus groups, was employed to gain deeper insights into generational differences in brand engagement. The findings reveal that Gen Y consumers prioritize emotional and behavioral experiences, seeking meaningful interactions and emotional connections that align with their values and life stages. In contrast, Gen Z consumers are more interested in sensory novelty and cognitive engagement, favoring brands that emphasize originality, digital interactions, and distinctive experiences. Both generations showed strong reactions to behavioral factors, particularly direct product interactions. These insights highlight the importance of tailoring brand experience strategies to the unique preferences of each generation. By embedding sensory, emotional, and cognitive elements into brand experiences, companies can create deeper emotional connections with consumers, enhance brand value, and build long-term loyalty. The results offer actionable strategies for brand managers seeking differentiation and sustainable success in today's competitive market environment.

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1. INTRODUCTION

In today's highly competitive business landscape, brands increasingly leverage multidimensional experiences to engage customers at deeper levels. One notable approach is co-branding, where two or more organizations collaborate to develop a unique product that capitalizes on the strengths of each partner [1], [2]. Co-branded products enable firms to reach broader audiences and offer consumers innovative and memorable experiences [3], [4]. These experiences, encompassing sensory, emotional, behavioral, and cognitive dimensions, fulfill consumers' diverse needs and enhance brand loyalty [5]–[7]. However, despite the potential of co-branding, its application remains underexplored in emerging markets like Indonesia, particularly concerning intergenerational differences in consumer behavior.

Grounded in brand experience theory [8], this study posits that sensory, affective, behavioral, and cognitive engagements are crucial in influencing consumer perceptions and loyalty across generations. Specifically, it aims to analyze consumer attitudes toward co-branded products among two key generational

cohorts: Generation Y (Gen Y) and Generation Z (Gen Z). A notable example is the collaboration between Mizzu, a regional cosmetics company, and Khong Guan, a conventional biscuit producer. This pairing presents an opportunity to examine how consumers respond to co-branded, atypical products that span distinct industries [9]. Generational preferences significantly shape consumer experiences and brand evaluations, with Gen Y prioritizing meaningful interactions and emotional resonance, while Gen Z favors originality, digital interaction, and cognitive stimulations [10], [11].

Social media is Gen Z's primary interaction channel, and it plays a pivotal role in enhancing brand experiences. Elements such as interactivity and informativeness have been shown to significantly influence purchase intentions [12]. Understanding these generational differences is essential for designing brand experiences that sustain brand equity in diverse market segments. The Mizzu and Khong Guan collaboration exemplifies how co-branding can address generational differences. Mizzu's vibrant, modern packaging appeals to Gen Z's preference for visual novelty, while Khong Guan's nostalgic elements resonate with Gen Y's emotional values. Such partnerships demonstrate the importance of tailoring brand strategies to different generational preferences. Yet, how these preferences manifest in emerging markets like Indonesia is still poorly understood.

Despite advancements in co-branding research, significant gaps remain, particularly in understanding how co-branded products cater to the unique preferences of different generations within the Indonesian context. Current studies have focused mainly on single-brand strategies or Western markets, leaving a void in exploring co-branded initiatives in culturally diverse and generationally distinct environments. This paper addresses these gaps by analyzing the effects of sensory, affective, behavioral, and cognitive brand experiences on consumer perceptions of co-branded products. Using a mixed-methods approach, this study contributes to the academic understanding of consumer behavior by associating different aspects of brand experience with generation preference while providing practical insights applicable to creating cooperative brand activities that appeal to various consumer segments.

2. THEORETICAL BACKGROUND

New patterns of marketing and communication result in the need for developing and exchanging messages to produce single and multiple channels, single as well as numerous modes, cognitive, affective, and conative experiences [7], [13]. This shift has been driven by a realization that consumer-brand contact means significantly more than a product's functionality and use but carries inherent psychological currency that dovetails with need fulfillment in addition to being powerfully rational/pragmatic and sensual. The concept of brand experience, as defined by Brakus *et al.* [8], encompasses four primary dimensions: sensory, affective, behavioral, and cognitive. These dimensions specifically relate to co-branded products by influencing how each brand's unique characteristics combine to create a holistic consumer experience. Sensory experiences might stem from distinctive packaging or visuals, affective experiences from shared emotional narratives, behavioral experiences from interactive engagement, and cognitive experiences from innovative product pairings that provoke thought and curiosity. Prior research suggests that sensory engagement, particularly through packaging, is vital in consumer perception and emotional response to brands [14]. These dimensions collectively shape how consumers interact with and perceive brands, forming the foundation of long-term consumer loyalty. This framework has been widely adopted in studies exploring brand engagement, particularly in the context of generational preferences and experiential marketing. A multi-dimensional approach has become crucial in today's competitive environment, where brands must connect with consumers on multiple levels to build loyalty and create sustainable relationships [6], [15], [16].

Sensory experiences involve visual, auditory, tactile, olfactory, and taste stimuli that brands use to captivate consumers [17]. Research shows that Gen Z, characterized by their digital nativeness, values visually dynamic and innovative brand interactions [18]. Visual components such as bright colors, dynamic graphics, and attractive design layouts are important in attracting consumer attention in an online shopping environment [19]. This aligns with the sensory preferences of Gen Z in co-branding strategies. For example, co-branded products like Mizzu x Khong Guan utilize Mizzu's vibrant, modern packaging design to appeal to Gen Z consumers. This integration of visually engaging elements aligns with their preference for aesthetic novelty and digital interactivity, strengthening the connection between brand strategy and generational preferences. In contrast, Gen Y prefers sensory elements that evoke familiarity and consistency, reinforcing brand trust. Affective experiences tap into consumers' emotions and feelings. Gen Y's preference for authentic and nostalgia-driven interactions underscores their inclination toward emotional connections [20], [21]. On the other hand, Gen Z's affective engagement is amplified when combined with intellectual stimulation, reflecting their desire for both emotional and cognitive challenges. Behavioral experiences are actions and interactions facilitated by the brand. Gen Z's behavioral engagement increases with exploratory and hands-on activities [22]. Gen Y, in comparison, aligns behavioral engagement with lifestyle and value-based integration, emphasizing meaningful and consistent interactions. This alignment often manifests in

preferences for brands that communicate reliability and authenticity, as highlighted in studies exploring their consumption patterns [21]. Cognitive experiences involve mental activities such as problem-solving and learning. Studies have highlighted that Gen Y often values consistent and reliable brand interactions that reinforce trust. At the same time, Gen Z gravitates towards brands offering intellectual challenges and opportunities for creative problem-solving [23], [24].

Despite extensive research on these dimensions, limited studies have examined their interplay within the context of co-branded products, particularly in emerging markets like Indonesia. Existing research often focuses on single-brand strategies or Western markets, leaving a gap in understanding how co-branded initiatives resonate with culturally diverse and generationally distinct consumers. This study seeks to fill this gap by exploring how sensory, affective, behavioral, and cognitive dimensions intersect in co-branding strategies within the Indonesian market, emphasizing their impact on generational preferences. Understanding these dynamics is crucial, particularly in emerging markets like Indonesia, where cultural nuances and generational shifts significantly impact consumer behavior. Some research on multidimensional brand experiences shows that this interaction is significant when looking at Gen Y and Gen Z, generational groups [22]. Gen Y, also defined as net generation, people of the early 1980s to mid-1990s, has been described as the group that seeks and engages on an emotional level with products and brands [10]. They prefer genuine communication and are open to brand interactions that bring emotional appeal.

On the other hand, Gen Z, born in the mid-1990s to early 2010s, focuses on sensory novelty and cognitive stimulation, which means liking novel brands with a digitally innovative interactive environment. More precisely, this research focused on: digital augmentation, multisensory brand experience, and brand experience novelty of Gen Z compared to the emotional and behavioral brand engagement of Gen Y. Such studies back up these premises, and more current work, like shows how sensory, affective, intellectual, and behavioral brand experiences affect social interactive experience engaging with brand pages [1]. Recent research also highlights the role of digital infrastructures in supporting these interactions, particularly for Gen Z entrepreneurs, by integrating socio-cognitive elements with innovative digital platforms [25]. This is particularly true with Gen Z as he or she prefer the real-life digital systems and platforms involving multiple sensory and cognitive perceptions.

By understanding the theoretical framework highlighted by Lacroix on experiential advertising, the paper outlines a body of knowledge on how sensory, emotive, cognitive, and behavioral episodes inform customers' experiences of brands [24]. Thus, this study found that, in emotionally appealing and immersive contexts, emotional commitment and brand loyalty are increased, an effect significant for Gen Y; when brands offer sensory innovation and cognitive challenge, as in augmented reality (AR) or interactive content, they will excite and entice Gen Z. These findings are in line with the overall aim of this study, which is to examine how co-branding could engage both generations with diverse aspects of brand experiences encapsulated in the co-branded merchandise.

Brakus *et al.* [8] state that four components of brand experience build a congruent bond between the consumer and the brand: sensory, emotive, cognitive, and behavioral aspects. That is why the primary attributes connected with visual and tactile relations are crucial for the Gen Z targets, as they expect aesthetically appealing and new experiences. For Gen Y, though, it remains more about emotional connection as they are likely to have a positive attitude towards the brand, offering them an emotionally enjoyable customer experience. Studies by Martínez and Casielles [21] also reinforce this by implying that consumers' engagement of affect in e-shopper experiences is a key moderator to consumer loyalty, particularly among Gen Y. This work proves that brand encounter emotions directly impact the broadly defined brand loyalty in terms of attitude and behavior. These dissimilarities in brand interaction imply that co-branded products must meet two psychological wants: emotion for Gen Y and sensation for Gen Z to be effective for both generations.

The collaboration between Mizzu and Khong Guan exemplifies how unorthodox co-branding may effectively involve many generations by leveraging the sensory, affective, behavioral, and cognitive dimensions of brand experience. Mizzu's innovative and visually dynamic packaging appeals to Gen Z's sensory novelty and mental stimulation preference. Khong Guan's nostalgic branding fosters affective and behavioral connections with Gen Y, creating a balanced strategy that resonates with both cohorts. Mizzu, a regional cosmetics company, and Khong Guan, a traditional biscuit producer, exemplify two sectors. Their co-branded product resonates with GenY's nostalgia via Khong Guan, while providing sensory novelty for Gen Z with Mizzu's distinctive packaging and cosmetic design. This atypical partnership demonstrates how companies from diverse sectors can utilize their distinct advantages to produce multifaceted experiences that appeal to both generations.

Co-branding has become a potent technique for brands to generate unique experiences by amalgamating their distinguishing characteristics [3]. By aligning with the multidimensional brand experience framework, co-branding strategies leverage sensory, affective, behavioral, and cognitive dimensions to create impactful consumer experiences. This alignment allows brands to develop innovative

and emotionally engaging products that resonate with diverse target audiences, fostering loyalty and differentiation in competitive markets. Some research emphasizes the significance of brand fit in co-branding agreements, where the perceived congruence between the brands substantially influences consumer perception [26]–[28]. Co-branded products are more likely to augment brand equity and elevate purchase intentions when brands are perceived as complementary. Nonetheless, when brand alignment is minimal, consumers may encounter cognitive dissonance, thereby jeopardizing the efficacy of the collaboration. The collaboration between Mizzu and Khong Guan juxtaposes the cosmetics and biscuit industries, generating an element of surprise. Thus, with the old-style logo, Khong Guan meets the expected emotional connection of Gen Y customers, whereas Gen Z prefers the innovative appearance of Mizzu cosmetics.

Future studies, including the one on fast fashion and luxury co-branding [29], should further analyze how the co-branding decision affects brand personality and perception of consumers. This analysis revealed that the former generation, Gen Z, would be more receptive to co-branded products with sensory innovation and creativity. In contrast, the latter generation, the Gen Y, would appreciate co-branding partnerships that create a tangible emotional bond. These results support the idea that Mizzu x Khong Guan co-branded products will appeal to both young and old by presenting a mix of tactile novelty and aesthetic emotion.

A more recent study built upon understanding how actual concepts of a brand in terms of looks, utility, and identity associate brand equity with customers' emotions and loyalty [30]. This is in line with highlighting how and by what means engagement, as well as symbolic significance, remains fundamental in influencing consumer loyalty, especially among Gen Y, who are drawn by emotional appeal in products [11], [15]. Furthermore, for Gen Z, they elicit cognition through product experiences such as innovativeness and the uniqueness of pairing cosmetics and biscuits, which boosts brand association and loyalty [31].

In addition, measuring brand image perception in co-branding enriches insights about brand associations and image perception evoked by co-branding partners [3]. For Gen Z, cognitive engagement depends on the newness or innovation aspect, whereas Gen Y is more interested in the brand's correspondence to their emotional stimulus [32]. This shows that Mizzu and Khong Guan can structure the work according to the generational views by using both innovation and emotion when collaborating.

Research on packaging and co-branding indicates that packaging design significantly influences customer purchasing decisions, particularly among Gen Z, who prioritize aesthetically appealing and inventive packaging [9], [33]. The synergy between Mizzu and Khong Guan redeems Mizzu's modern packaging to suit Gen Z's haptic appeal while offering Gen Y familiar branding by Khong Guan. This rich-folded approach to packaging underscores the importance of co-branding in developing products and material objects that would interest clients on multiple senses and engaging levels.

Therefore, the literature review points to the fact that SMEs could benefit from helping customers have multidimensional brand experiences so that customers remain loyal to the brand. Emotional and behavioral incentives primarily drive Gen Y, while Gen Z, on the other hand, is in an affluent pursuit of tangibility in perceptive and cognitive experiences. Mizzu x Khong Guan shows how companies can design products with this generation in mind by using emotions, senses, and thoughts to create memorable co-branded experiences to sacralize modern buyer connections. While there has been a shift in customer expectations, organizations need to focus on developing sensory, emotional, cognitive, and behavioral experiences of their target customers across generations [13], [15], [24], [34], [35].

3. RESEARCH METHOD

This study utilized both quantitative surveys and qualitative in-depth interviews to investigate the impact of three types of brand experiences, sensory, affective, behavioral, and cognitive, on the perceived quality of co-branded consumption products among consumers from various generations. The poll was conducted in Jakarta, Indonesia, among individuals from Gen Y, aged 30-44 years, and Gen Z, aged 18-29 years. Integrating quantitative and qualitative data enhances trustworthiness by offering a comprehensive picture of relationships derived from surveys and in-depth interview analysis.

Initially, a quantitative survey was administered to gather data from consumers acquainted with Mizzu x Khong Guan co-branded items. The study was conducted online, exclusively targeting women from both generational cohorts. A total of 345 respondents from Gen Y and 412 respondents from Gen Z completed the survey. The poll evaluated four brand experience dimensions (sensory, emotive, behavioral, and cognitive) alongside additional variables like brand awareness, perceived quality, and brand loyalty. Data quality was maintained by eliminating inconsistent responses and assessing normalcy, skewness, and outliers. Path analysis and multigroup analysis utilizing partial least squares-structural equation modeling (PLS-SEM) were performed to evaluate the influence of each variable on consumer perceptions between the two generations.

The second phase comprised comprehensive interviews with 20 participants, 10 from each generation. The interviews sought a thorough understanding of the emotional, sensory, and behavioral

involvement of Gen Y and Gen Z customers with co-branded products. Participants were selected from the survey pool according to their readiness to engage in additional qualitative research. The selection of open-ended questions during face-to-face interviews allowed the participants to express their experience, feelings, and observations about the co-branded products, which provided rich qualitative information that complemented the quantitative data.

The interviews were analyzed using thematic analysis, emphasizing the following systematic procedure for identifying some recurrent patterns in the data. This approach helped the researchers to establish similarities and differences in the attitudes of customers of different generations. That way, the findings of the survey and comprehensive interviews must be cross-checked and enhance a more accurate and detailed understanding of the impacts of medium enterprise (ME) brand experiences. The study employs a mixed-methods design, ensuring statistical rigor and comprehensive insights. The sequential steps of this research process are visually summarized in Figure 1 to clarify how quantitative and qualitative methods were integrated. The research methodology guarantees that the findings are pertinent for future co-branding efforts, especially in growing markets like Indonesia, where generational preferences are increasingly vital for sustaining a competitive advantage.

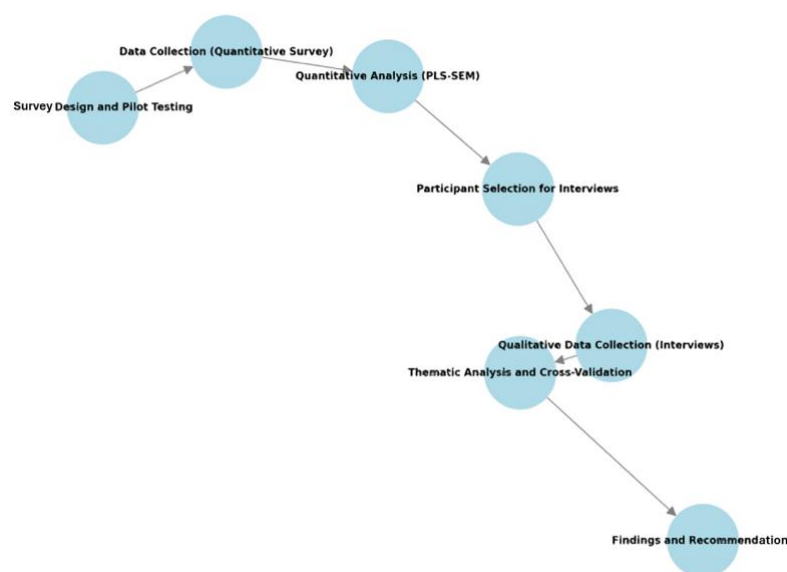


Figure 1. Research methodology flowchart

4. RESULTS AND DISCUSSION

This study examines how sensory, affective, behavioral, and cognitive brand experiences influence Gen Y and Gen Z engagement within co-branded products. Quantitative data, highlighted in Table 1, shows significant generational differences in brand engagement preferences. While the quantitative findings offer a numerical understanding of generational differences, Table 2 provides detailed qualitative insights that deepen this analysis. The table highlights key sensory, affective, behavioral, and cognitive themes, revealing generational preferences and their underlying motivations.

4.1. Sensory engagement

The quantitative study suggests that Gen Z highly appreciates sensory appeal, as indicated by a route coefficient of 0.87 and an average variance extracted (AVE) of 0.78 (see Table 1). Figure 2 visualizes these findings, clearly comparing generational differences in sensory engagement. This underscores the importance of innovation and digital aesthetics in capturing Gen Z's attention. In contrast, Gen Y demonstrates a lower direct interaction with sensory elements, with a route coefficient of 0.68, highlighting their preference for predictable designs.

The AVE values confirm construct validity, with both generations scoring adequately in sensory engagement. Additionally, Cronbach's Alpha values of 0.82 for Gen Y and 0.85 for Gen Z support the internal consistency of this construct. These findings align with a previous study by Tan and Abdullah [19], emphasizing the significance of visually engaging and innovative packaging designs in appealing to Gen Z. Figure 2 further illustrates this comparison, with Gen Z exhibiting a notably higher preference for sensory innovation (path coefficient: 0.87) compared to Gen Y (0.68), who value reliability and consistency.

Consequently, the present qualitative findings align with the quantitative findings presented in Table 2. For the Gen Z participants, sensory experience terms used to describe the components were often associated with ‘exciting,’ ‘innovative,’ and ‘unique,’ appealing to their visually intensive and interactive mode of event engagement. This implies a direct connection with the behavior of Gen Z and their skills in digital services, together with their preference for brands that incorporate elements of visual interest. Gen Y participants defined sensory appeal more as ‘well known’ and ‘dependable,’ suggesting interest in more traditional sensory assets that enhance already well-established brand equity. The response from this cohort is that for Gen Y, sensory engagement is most effective when its application is steady, which strengthens brand recall while avoiding the veil of novelty that may annoy. Collectively, these data indicate that sensory engagement tactics must be customized to align with the preferences of each generation. Co-branded items aimed at Gen Z should incorporate digital interactivity and distinctive visual components, while those directed at Gen Y should stress sensory attributes that highlight reliability and strengthen brand identity.

Table 1. Quantitative findings by generational brand experience dimension

Brand experience dimension	Gen Y-path coefficient	Gen Z-path coefficient	AVE	Cronbach's Alpha
Sensory engagement	0.68	0.87	0.78	0.82
Affective engagement	0.84	0.75	0.82	0.84
Behavioral engagement	0.75	0.80	0.80	0.80
Cognitive engagement	0.65	0.90	0.88	0.85

Table 2. Qualitative thematic analysis by brand experience dimension

Brand experience dimension	Gen Y-key themes	Gen Z-key themes
Sensory engagement	Consistency, familiarity, and reliability	Novelty, digital interactivity, and excitement
Affective engagement	Trustworthy, authentic, and nostalgic	Emotionally engaging and intellectually stimulating
Behavioral engagement	Lifestyle alignment and value-driven	Exploration, hands-on interaction, and experimental
Cognitive engagement	Consistency, brand loyalty, and familiarity	Challenging, thought-provoking, and innovative

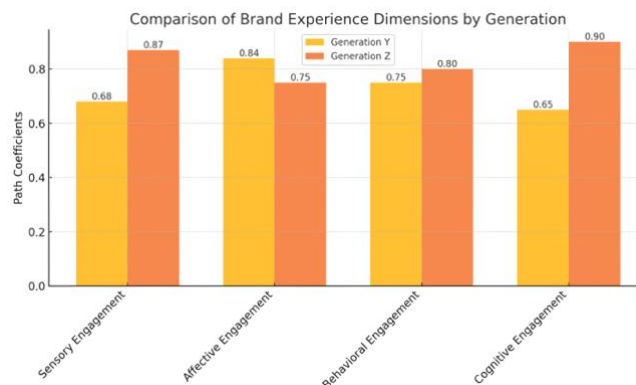


Figure 2. Comparative analysis of brand experience dimensions by generation

4.2. Affective engagement

Affective engagement appears to hold more significance for Gen Y, as evidenced by a path coefficient of 0.84 and a Cronbach's Alpha of 0.84, indicating strong reliability (see Table 1). Gen Z, while positively responsive, values affective engagement primarily when it is combined with cognitive or innovative elements, as reflected in a slightly lower path coefficient of 0.75. These quantitative measures highlight the generational difference, suggesting that Gen Y's engagement is more deeply rooted in emotional connections, while Gen Z's affective engagement is amplified when paired with cognitive stimuli.

In alignment with these quantitative findings, qualitative analysis reveals that Gen Y participants often used terms such as “trustworthy,” “authentic,” and “nostalgic” to describe affective experiences, indicating a preference for brands that evoke familiarity and emotional resonance (see Table 2). Gen Z participants, on the other hand, described emotional engagement as “more engaging when paired with intellectual stimulation,” suggesting that emotional appeal alone may not suffice for this cohort. Instead, they value affective experiences that are integrated with novelty or cognitive challenges, revealing a preference for emotionally engaging brands that also provide intellectual stimulation. Our findings on affective engagement in Gen Y, supported by Martínez and Casielles [21] and Rathnayake [11], highlight the cohort's preference for authentic, nostalgia-driven experiences that reinforce brand loyalty.

These findings suggest that if brands targeting Gen Y want to be successful, they need to be real and should make people feel emotions that remind them of the past. The data in Figure 2 further support this observation, where Gen Y shows a higher path coefficient (0.84) for affective engagement compared to Gen Z (0.75). This underscores the critical role of emotional resonance in driving engagement for Gen Y. Conversely, Gen Z requires a more balanced approach, integrating emotional appeal with cognitive and innovative stimuli to maintain their interest. To effectively engage Gen Z, brands must design effective strategies that align with their demand for novelty and continual intellectual stimulation.

4.3. Behavioral engagement

Behavioral engagement elicited favorable reactions from both Gen Y and Gen Z, although their motivations varied, as illustrated in Table 1. Gen Y's path coefficient of 0.75 indicates a moderate preference centered on lifestyle alignment, but Gen Z's path coefficient of 0.80 reflects a little greater preference, perceiving behavioral engagement as a vehicle for discovery and interaction. The construct dependability is well-supported, evidenced by an AVE of 0.80 and a Cronbach's Alpha of 0.80 for both generations.

Qualitative results help provide deeper understanding of these preferences as follows (See Table 2). Gen Y participants used terms such as 'lifestyle integration' and 'values-based' experiences, suggesting that behavioral engagement is most effective where this corresponds with values and lifestyles. By comparison, the Gen Z participants involved behavioral engagement as "interacting," "practical," and "searching," associating it with the creativity element of discovery and self-investment. This generational difference could be explained by the need to link behavioral experiences with the objectives of the generation.

In pursuing greater behavioral alignment, brands that appeal to Gen Y can focus on the ideal portrayal of living, while those that appeal to Gen Z can relate to the use of experiential and interactive elements that create engagement in the discovery process. These outcomes imply that brands using co-branded products should provide users with relevant experiences based on the generational value and interaction level. As shown in Figure 2, Gen Z's preference for behavioral engagement (0.80) slightly surpasses that of Gen Y (0.75). This suggests that while both generations value interactive and experiential activities, Gen Z is more inclined toward discovery and hands-on interactions, aligning with Siddiqui and Sharma [22].

4.4. Cognitive engagement

The high importance score for cognitive engagement, with a path coefficient of 0.90 and AVE of 0.88 indicates that members of Gen Z are interested in brands that provide them with intellectual activity (see Table 1). Gen Y, with above-average inclination towards cognitive engagement, highly values consistency and loyalty reinforcement, which has a path coefficient of 0.65. Cronbach's Alpha for cognitive engagement was established as 0.85 for Gen Z and 0.80 for Gen Y, proving that it was reliable across both generations.

In qualitative interviews, Gen Z participants described cognitive experiences as "challenging," "thought-provoking," and "innovative," underscoring their attraction to intellectually engaging brands, as noted in Table 2. Gen Y, in contrast, preferred cognitive elements that reinforce loyalty and familiarity, using terms like "consistent" and "reliable" to describe cognitive engagement. These responses suggest that Gen Z seeks cognitive engagement that introduces novel or intellectually challenging elements, whereas Gen Y values cognitive interactions that reinforce brand loyalty and maintain trust. The difference in cognitive engagement between the two generations is particularly evident in Figure 2. Gen Z has the highest path coefficient (0.90) among all dimensions, emphasizing their demand for intellectual challenges and thought-provoking brand interactions. In contrast, Gen Y (0.65) shows moderate interest, favoring cognitive consistency and trust-building elements, as noted by Jeon and Yoo [15]. For Gen Z, brands should focus on cognitive engagement strategies that stimulate curiosity and offer interactive challenges. For Gen Y, cognitive engagement should emphasize reliability and consistent messaging, reinforcing established brand relationships without introducing unnecessary novelty. Lacroix *et al.* [24] highlight the cognitive demand Gen Z places on brand interactions, particularly those that challenge or provoke thought. Meanwhile, Jeon and Yoo [15] emphasize the need for consistency in cognitive elements to maintain loyalty among Gen Y, which is reflected in this study's findings.

The research findings in this study are therefore consistent with the existing theory on brand experience and consumer interaction, particularly when discussed grounded on consumer culture theory and brand experience theory by Brakus *et al.* [8]. These frameworks point out that multi-dimensional brand experiences help in developing long-term consumer commitment by delivering experiences based on sensory, affective, behavioral, and cognitive modes. These conclusions indicate that though Gen Y patronage is an affective and behavioral response, Gen Z prefers sensory appeal and cognition, a factor that points to the necessity of appeals that are unique for each generation.

According to the findings of this study, it can be proposed that some of the dimensions work in harmony within each generation to promote engagement. For instance, exercising engagement in Gen Z by using

technological interactivity in addition to biological humility captures their liking for novelty and, at the same time, heightens arousal engagement by presenting them with emotional content. This opens the possibility of such brand collaboratives wherein affective and sensory marketing factors can be embedded to formulate engaging brand experiences. The reason for that lies within the fact that aspects of behavioral engagement that reflect main lifestyle values also enhance affective engagement that underlines trust and perceived affective capital.

These generational differences emphasize the necessity for brand experience strategies to evolve. As digital environments continue to advance, sensory and cognitive engagement are expected to gain prominence across all age groups. The comparative analysis presented in Figure 2 provides actionable insights for brand managers, highlighting priority dimensions for effectively engaging both Gen Y and Gen Z. Future research should aim to validate these findings in broader demographic and cultural contexts to enhance their applicability. Gen Z's strong emphasis on cognitive novelty signals an emerging trend toward intellectual engagement, which may shape future generational preferences. Although this study is specific to the Indonesian market, global variations in cultural attitudes toward brand experiences may yield differing outcomes. Expanding this research across regions will provide deeper insights into tailoring brand experiences for diverse markets while maintaining generational relevance.

5. CONCLUSION

The findings of this study validate the expanded model of brand experiences by demonstrating how sensory, affective, behavioral, and cognitive dimensions influence consumer engagement among Gen Y and Gen Z within the context of co-branded products. The results reveal significant generational differences: Gen Y prioritizes emotional and behavioral connections, reflecting their preference for authentic and lifestyle-aligned communication, while Gen Z leans toward sensory novelty and cognitive challenges, driven by their affinity for visually stimulating and technologically innovative brand experiences. By employing qualitative and quantitative data, this research provides a deeper understanding of how each generational cohort interacts with brands, underscoring the importance of tailored brand strategies. Emotionally driven experiences that align with Gen Y's lifestyle aspirations are essential for building brand loyalty, as this group responds to authentic and consistent brand messaging. In contrast, Gen Z prefers brands that deliver aesthetically appealing, digitally immersive, and intellectually stimulating experiences, emphasizing the growing importance of innovation in marketing strategies. These insights offer practical guidance for brand managers and design practitioners: strategies for Gen Y should emphasize emotive storytelling and authenticity to build emotional equity, whereas those targeting Gen Z must prioritize sensory appeal and cognitive engagement through creative digital interactivity. The collaboration between Mizzu and Khong Guan exemplifies how co-branding can bridge generational divides by addressing the distinct preferences of each group. While Gen Z is drawn to the sensory innovation of the product, Gen Y appreciates the nostalgic familiarity embedded in its design. Nonetheless, this study has certain limitations. The findings are based on Indonesian urban consumers, which may limit generalizability to broader or global contexts. The focus on four core brand experience dimensions does not account for other relevant factors, such as social or relational engagement, which may also shape consumer behavior. As generational preferences are dynamic and likely to evolve with technological and societal shifts, future research should investigate these changes across diverse cultural settings using longitudinal or comparative approaches. Expanding the scope of this study will contribute to more inclusive and adaptive brand strategies in an increasingly globalized market.

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C : Conceptualization	I : Investigation	Vi : Visualization
M : Methodology	R : Resources	Su : Supervision
So : Software	D : Data Curation	P : Project administration
Va : Validation	O : Writing - Original Draft	Fu : Funding acquisition
Fo : Formal analysis	E : Writing - Review & Editing	

CONFLICT OF INTEREST STATEMENT

The authors state no conflict of interest.

INFORMED CONSENT

The authors confirm that informed consent was obtained from all individuals who participated in this study.

ETHICAL APPROVAL

The research involving human participants was conducted in accordance with all relevant national regulations and institutional policies, consistent with the tenets of the Helsinki Declaration. Ethical approval for this study was obtained from the Jawatan Kuasa Etika Penyelidikan Manusia (JEPeM), Universiti Sains Malaysia.

DATA AVAILABILITY

The data that support the findings of this study are available from the corresponding author, [YE], upon reasonable request. To protect participant privacy in accordance with JEPeM USM ethical approval, the publicly shareable materials are limited to the aggregated results, codebook, and analysis scripts. De-identified survey data can be shared under a data-use agreement; full interview transcripts are not publicly available.




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