

# Adolescents' Relationship with Food Brands: Exploring the Role of Customer Brand Engagement

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## **Abstract**

This study intends to contribute to the evolving understanding of adolescents as consumers by examining their unique relationships with food brands, focusing specifically on customer brand engagement and its key drivers. First, a qualitative study was done where 37 adolescents aged 11 to 16 were interviewed to explore the operationalization and drivers of CBE and propose a conceptual framework. Then, a quantitative investigation was conducted by surveying 1017 adolescents to empirically test and validate the structural model using AMOS. The findings reveal that adolescents derive value through attribute-benefit-value linkages from the consumption experience, translating to brand love and eventually leading to brand engagement. The study could be relevant for both academicians and practitioners as they unveil various aspects of the realm of consumer psychology of contemporary adolescents and how similar or different they are from adult consumers.

**Keywords:** *Customer Brand Engagement, Brand Love, Adolescents*

**Track:** *Consumer behavior*