

CONCEPTUALIZING LUXURY BRAND ATTACHMENT

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Abstract

This paper aims to conceptualize luxury brand attachment and develop a scale for measuring the intensity of the attachment. A research model has been proposed with an agenda of nine hypotheses to investigate the antecedents and outcomes of the luxury brand attachment. Consumer's self-congruity theory forms the theoretical underpinning of the research. An experimental research method will be employed to test the model and measurement scale. It will fulfil an existing gap in the luxury brand attachment construct. The findings of this paper will also provide insights for marketing managers for developing brand reinforcement and revitalization strategies for luxury brands.

INTRODUCTION

In recent years, researchers have conceptualized luxury brand by using brand perception (e.g. Hennigs et al., 2013; Truong, McColl, & Kitchen, 2009), exclusivity (Phau & Prendergast, 2000), purchase intention (Hung et al., 2011), brand equity (Kim & Kim, 2005), self-congruity (Liu et al., 2012), retailing strategy (Moore et al., 2010) and such other consumer-brand relationship constructs (e.g. Sung et al., 2015; Vigneron & Johnson, 2004). However, limited empirical studies have explained the antecedents and outcomes of the emotional bond between consumers and luxury brands (Choo et al., 2012). Considering the significance of status and uniqueness that luxury consumers seek and the emotional bond they develop with the luxury brands, it would be imperative for luxury marketers and researchers to study the antecedents and outcomes of brand attachment from luxury market perspective.

OBJECTIVES

The purpose of this research is to conceptualize luxury brand attachment by investigating the antecedents, outcomes and moderating variables. This will be achieved through extensive review of the relevant key concepts and theoretical underpinning. Also, a scale will be developed for measuring the intensity of the attachment that consumers develop toward luxury brands. Therefore, the key objectives of this proposed research are:

- 1) To conceptualize a model for luxury brand attachment.
- 2) To develop a scale to measure luxury brand attachment.

- 3) To explore the factors that drive consumers to form luxury brand attachment.
- 4) To investigate the moderating role of consumer's need for uniqueness, public self-consciousness and need for subtlety in the relationship between consumer's self-congruence and luxury brand attachment.
- 5) To investigate the differences in luxury brand attachment between private goods vs public goods.

BACKGROUND

The current luxury market consists of 330 million consumers worldwide (Enscog, 2015) and the Interbrand (2014) report notes that among the hundred best global brands, seven belongs to the luxury brand category. Bain & Co. (2014) states that the overall global luxury market exceeded \$965 billion in the year 2014 and compared to previous year, the market experienced 7% growth, primarily driven by luxury hospitality (9%) and luxury car (10%) segment. Moreover, the size of the personal luxury good market (\$245 billion) has been tripled over the past two decades. Researchers contribute such growth to the spectacular progression of global luxury conglomerates and increases in consumers' purchasing power (Seo & Buchanan-Oliver, 2015), massive urbanization in the emerging markets (Kim, Remy, & Schmidt, 2014), and consumers' awareness and flexible payment systems (Kardon, 1992). All these factors have motivated academicians and marketing practitioners to show vast interest in luxury brand management (Yang & Mattila, 2015; Kapferer & Bastien, 2009).

According to Bain & Co. (2005), consumers emphasize more on emotional benefits than on the physical attributes of the luxury products. Past studies demonstrate that consumers seek various types of emotional benefits from luxury brands such as uniqueness (Thwaites & Ferguson, 2012) status seeking (Nelissen & Meijers, 2011), hedonic pleasure (Tsai, 2005), feeling good (Aaker, 1997), pleasurable experience (Atwal & Williams, 2009), mental peace (Silverstein & Fiske, 2003), and impressing others (Wiedmann, Hennigs, & Siebels, 2009). Moreover, these emotional benefits create a comprehensive and memorable experience in terms of ownership and consumption of luxury brands (Choo et al., 2012). Therefore, luxury brand marketers should emphasize more on emotional attachment for building a long term and sustainable customer relationship (Orth et al., 2010). Considering the association of the need for uniqueness, self-congruence and emotional bond that consumers develop with the luxury brands, it would be imperative for luxury marketers and researchers to study the antecedents and outcomes of brand attachment from luxury market perspective.

LUXURY BRAND

The literature does not provide an encompassing definition of luxury brand mostly because of the diverse socio-cultural context in which consumers evaluate the category (Vigneron & Johnson, 2004) and the subjective interpretation of the term 'luxury' (Phau & Prendergast, 2000). Luxury brand has been conceptualized having unique characteristics such as emotional connection (Brun et al., 2008), social status (Bian & Forsythe, 2012), uniqueness (Jiang & Cova, 2012), conspicuousness (O'cass & Frost, 2002), and exclusivity, high transaction value, superior quality, inimitability, craftsmanship (e.g. Nueno & Quelch, 1998; Radon, 2012).

Based on the consumer's socio-economic class and purchasing power, Alleres (1990) provides a hierarchy pyramid for luxury brand classification in which the top level is inaccessible luxury, the mid-level is intermediate luxury and the bottom level is accessible luxury. Sung et al. (2015) support this classification and provide examples for each category of luxury brands: *Govida* and *Hilton* are accessible luxury, *Lexus* and *Chanel* are intermediate luxury, and *Rolls-Royce* and *Bentley* are inaccessible luxury. However, it should be noted that luxury is not merely a matter of personal taste (Berry, 1994) rather the context of luxury changes according to the social and economics perspectives (Christodoulides et al., 2009; Kemp, 1998).

The dimension of luxury brand consumption has been explained from personal aspect (Dubois & Laurent, 1994), interpersonal aspect (Mason, 1992), and socio-economic and political aspect (Vigneron & Johnson, 1999). Luxury brand consumption facilitates consumers to boost their ego (Eastman, Goldsmith, & Flynn, 1999) and achieve social recognition by impressing others (Jiang & Cova, 2012). High price has been known to be another key dimension of luxury brands (e.g. McCarthy & Perreault, 1987), but few other scholars make a counter argument that sentimental values might categorize a product as a luxury item (Jacoby & Olson, 1977). Furthermore, the symbolic value that consumers seek from luxury brands might vary according to the private versus public consumption (Wong & Ahuvia, 1998). These factors indicate that consumers' attachment to the luxury brands would be different from non-luxury brands. Therefore, the dimensions of luxury brand attachment need to be distinguished from non-luxury contexts.

LUXURY BRAND ATTACHMENT

Psychological theories explain attachment as the tie between a person and an object or any other components (Bowlby, 1979; Hazan & Shaver, 1994). Brand attachment is defined as a long-term and commitment oriented tie between the consumer and the brand (Esch et al., 2006; Mikulincer & Shaver 2007). The conceptualization of luxury brand demonstrates that the inherent traits of luxury brands are distinctiveness, high transaction value, superior quality, inimitability, and craftsmanship and luxury brand consumption is mostly emotion laden (Jackson, 2002; Nueno & Quelch, 1998). The corporate identity of the luxury brand also contributes to the formation of attachment to the brand (So et al., 2013), because a dependable corporate partner increases consumers' emotional reliability on the brand (Mikulincer, 1998).

The existing brand attachment constructs also emphasize on the emotional connection between the consumers and the brands (Radon, 2012). Park et al. (2010) highlight brand-self connection and brand prominence as the two major components of brand attachment. The authors largely explain the distinction between brand attitude and brand attachment. They conclude that brand attachment leads to loyalty, repeat purchase and positive word of mouth. These behavioural intentions have also been supported in a later study by Assiouras et al. (2015). Second, Malär, Krohmer, Hoyer and Nyffenegger (2011) examine the role of consumers' self-image and brand image in exploring emotional brand attachment. Further scholars have used two types of self-congruency to predict brand attachment: actual self-congruence and ideal self-congruence. The study suggests that consumers' self-congruence and product involvement are positively associated with emotional brand attachment. However, Oliver (1999) argues that brand attachment requires stronger psychological commitment than brand loyalty does and thus consumers' emotional connection to the brand should be the major component in the study of brand attachment. In sum, majority of the previous researchers have argued that consumer self-congruence and need for uniqueness drive emotional brand attachment (e.g. Grisaffe & Nguyen, 2011; Malär et al., 2011; Thomson, MacInnis, & Park, 2005).

Based on the existing attachment concepts and theories, luxury brand attachment can be defined as the emotional bond that connects a consumer with a specific brand and develops deep feelings toward the brand. Consumers seek hedonism, conspicuousness, quality and

uniqueness from luxury brands and they believe that a strong and enduring emotional bond with the brand will fit their actual self-image and help them to attain ideal self-image (e.g. Seo & Buchanan-Oliver, 2015; Liu et al., 2012). The relation between self-congruence and luxury brand attachment could be moderated by consumer's need for uniqueness, as it did for non-luxury products (Vigneron & Johnson, 2004), and the luxury brand attachment is expected to result consumer's advocacy to others to buy that specific brand. Besides, most of the current studies measure brand attachment with the scales developed by Lacoeylthe (2000) and Thomson, MacInnis, and Park (2005). Both of the scales measure brand attachment from holistic viewpoint and emphasize more on the consumers' affection, passion and connection to the brand.

GAPS IN THE CURRENT RESEARCH

Existing literature on brand attachment largely focuses on the consumers' emotional bond with the brand. A considerable number of researches has explored the affective, cognitive and behavioural connection that drive to the brand attachment (e.g. Park et al., 2010; Han, Nunes, & Drèze, 2010). One vital limitation with the existing studies on brand attachment is that very few of them have explored brand attachment from luxury versus non-luxury product perspective. Moreover, the challenges and opportunities in the existing luxury market indicate that researchers should focus more on the consumers' need for uniqueness from luxury brands (Cailleux et al., 2009). Consumers seek emotional bond for luxury brand. Thus, it is important for luxury markers to understand antecedents and the outcomes of luxury brand attachment as indicated by previous researches that emotional bond is the fundamental in predicting and influencing consumer's attachment to luxury brands.

Future research might also consider exploring the differences in the brand attachment for private and public luxury products. The current studies do not measure the gap between actual self-congruence and ideal self-congruence. Along with this, future research might incorporate cultural dimensions (individualistic versus collectivist culture) and psychological factors (personality, attitude etc.) as the moderators between self-congruence and luxury brand attachment. More importantly, the characteristics and attributes of luxury brands demonstrate the necessity of a unique scale for measuring luxury brand attachment.

HYPOTHESIS DEVELOPMENT

The following sections will conceptualize luxury brand attachment using relevant concepts and theories.

Consumer self-congruence

Self-congruity is the conformity between a consumer's self-concept and brand image (Sirgy, 1982). Scholars theorize this construct in the study of consumer behaviour with the notion that if the brand image or personality matches with a consumer's personality trait, the consumer will prefer that brand (e.g. Boksberger et al., 2010; Sirgy & Su, 2000). Researchers identify two types of self-image; actual self-image refers to how consumers see themselves and ideal self-image explains how consumers would like to see themselves (Wylie, 1979).

Actual self-congruence

Malär et al. (2011) explain the implications and impacts of consumer's actual and ideal self-congruence on emotional brand attachment. In a similar study, Liu et al. (2012) focus on the self-congruity theory and find that user and usage imagery congruity are positively associated with attitude and loyalty in luxury brand context. Furthermore, recent studies on luxury brands have argued that luxury branding experience is a critical factor in increasing the value of product, because consumers buy the luxury brand to express themselves (e.g. Tynan et al., 2010). Existing literature highly supports that consumers buy luxury brand that match their personality and brand image (e.g. Vigneron & Johnson, 1999). Therefore, it is hypothesized that

H₁: Actual self-congruence has a positive effect on luxury brand attachment.

Ideal self-congruence

Several studies have examined the role of self-image in product evaluation and purchase intention. For instance, Hong and Zinkhan (1995) find that ideal self-image is a stronger indicator than actual self-image for predicting consumers' brand preference for different types of products (e.g. shampoos, car, etc.). In a study on consumers' preferences for houses, Malhotra (1988) also finds that the ideal self-image plays more significant role than the actual self-image does. The key characteristics of luxury brands such as social status, conspicuousness, hedonic value, and exclusivity provide consumers a way of sensory gratification which is not offered by non-luxury brands (Gistri et al., 2009). Thus, consumers build an emotional bond with the brands that help them to obtain the expected image

thorough purchase and ownership of that specific brand (Mikulincer & Shaver 2007; Malär et al., 2011). As self-congruence can enhance consumer's affective, cognitive and behavioural responses (Grohmann, 2009), it should be incorporated in the brand attachment construct (Chaplin & John, 2005). Therefore, it is hypothesized that

H₂: Ideal self-congruence has a positive effect on luxury brand attachment.

Consumer advocacy

Existing literature has identified several behavioural intentions as the outcomes of emotional attachment to brand. For instance, Belaid and Behi (2011) find that brand attachment results brand trust and brand commitment. They also conclude that there exists no significant relationship among brand attachment, satisfaction and loyalty. However, Assiouras et al. (2015) argue that brand trust is not the outcome rather an antecedent of brand attachment, because consumers build trust toward a brand over time which ultimately result attachment to the brand (Mikulincer, 1998). In contrast to Belaid and Behi (2011), few other researchers have found strong association between emotional attachment and brand loyalty (e.g. Hwang & Kandampully, 2012; So et al., 2013).

Earlier researchers have demonstrated that brand attachment motivates the consumers to repurchase the product (e.g. Assiouras et al., 2015; Japutra et al., 2014), revisit the website or the store (e.g. Jones, Reynolds, & Arnold, 2006) and also to promote the brand to others (e.g. Fedorikhin, Park, & Thomson, 2008). Besides, strong brand attachment influences the consumers to ignore the downside of the brand, defend the brand in social networks and thereby prove the sturdy emotional connection to the brand (Japutra et al., 2014). Furthermore, consumers with higher degrees of brand attachment tend to ignore negative information regarding that specific brand and encourage other people to buy it (Xie & Peng, 2009). Overall, the behavioural intentions like positive word of mouth, promoting the brand, defending the brand, and brand community engagement might be termed as consumer advocacy (Chelminski & Coulter, 2011).

H₃: Luxury brand attachment has a positive effect on consumer advocacy.

Need for subtlety

Need for subtlety is the opposite of brand prominence which reflects the conspicuousness of a brand logo (Han et al., 2009). Hence, to inspect the relationship among people, products and brands, Berthon et al. (2009) utilize the 'three world hypotheses' of Popper (1979) that

consists of functional, experiential and symbolic dimension of the products. Hung et al. (2011) find that experiential and symbolic values influence the purchase intention for luxury brands. Several other studies (e.g. Doss, 2013; Smith & Colgate, 2007; Tynan et al., 2010) have argued that consumers around the world buy luxury brands not only for utilitarian values but also for social, symbolic, self-expressive and relational values. Park et al. (2010) also highlight brand prominence as a major component of brand attachment and refer it to the frequency with which the brand comes into consumer's thoughts and feelings. Considering the role that brand prominence plays in forming consumers' perception and attitude toward luxury brand, a study is required to find the relationship among brand prominence, self-congruity and luxury brand attachment.

H_{4a}: Consumers' need for subtlety strengthens the relationship between actual self-congruence and luxury brand attachment

H_{4b}: Consumers' need for subtlety strengthens the relationship between ideal self-congruence and luxury brand attachment

Need for uniqueness

The idea of uniqueness has been explained with the perceived rareness and exclusivity of a product that influence consumers' willingness to buy it (Lynn, 1991). Also, high price and limited availability provide uniqueness to a brand (Verhallen & Robben, 1994). In luxury brand context, marketers maintain the prestige and distinctiveness of the product through exclusive value, premium price, limited production and such others marketing strategies (Han, Nunes, & Drèze, 2008). If a product becomes available to all the consumers in the market, by definition, that product will lose its uniqueness and will not be considered luxury anymore (Wiedmann et al., 2009). Consumer's need for uniqueness plays the role of moderator between the relationship of self-congruity and brand attachment (Malär et al., 2011). Thus, luxury brands are used as a means of enhancing the consumers' physical attractiveness and social acceptance (Durvasula et al., 2001). Thwaites and Ferguson (2012) note that luxury brand consumers seek uniqueness by displaying the brand name to other members of the society. Such conspicuous consumption is explained by the need for uniqueness theory (Snyder & Fromkin, 1977) which focuses on the consumers' attempt to differentiate themselves from others through material goods (Knight & Kim, 2007; Tian et al., 2001). In a comparative study on luxury brand consumption, Wong and Ahuvia (1998) find that consumers in both collectivist and individualistic society tend to achieve uniqueness through the consumption of luxury brand and maintain their independent and inter-dependent

self-concept respectively. Moreover, as the luxury products provide such uniqueness in diverse cultures, consumers across the world with high need for uniqueness might tend to form an emotional attachment to the luxury brands thereby.

H_{5a}: Need for uniqueness strengthens the relationship between actual self-congruence and luxury brand attachment

H_{5b}: Need for uniqueness strengthens the relationship between ideal self-congruence and luxury brand attachment

Public self-consciousness

Public self-consciousness is an individual's general awareness about him/herself as a social identity (Fenigstein, Scheier & Buss, 1975). Studies reveal that luxury brand consumption is highly associated with the desire of attaining social status and self-esteem (e.g. O'cass & Frost, 2002; Fionda & Moore, 2009). This phenomenon is termed as 'conspicuous consumption' (Veblen, 1899) and has been extensively analysed in the luxury brand literature (Vigneron & Johnson, 2004; Phau & Prendergast, 1999). Vickers and Renand (2003) add that regardless of the economic situation, consumers are motivated to purchase luxury brand for social status and aspirational values. Thus, luxury brands are used as a means of enhancing the consumers' physical attractiveness and social acceptance (Durvasula et al., 2001). Moreover, Buss (1980) highlights that the consumers with high public self-consciousness are anxious about their desirable social representation. As luxury brands provide both physical and social vanity (Wang & Waller, 2006), it might be hypothesized that consumers with high public self-consciousness will tend to build and maintain an emotional attachment with luxury brands.

H_{6a}: Consumers' public self-consciousness strengthens the relationship between actual self-congruence and luxury brand attachment

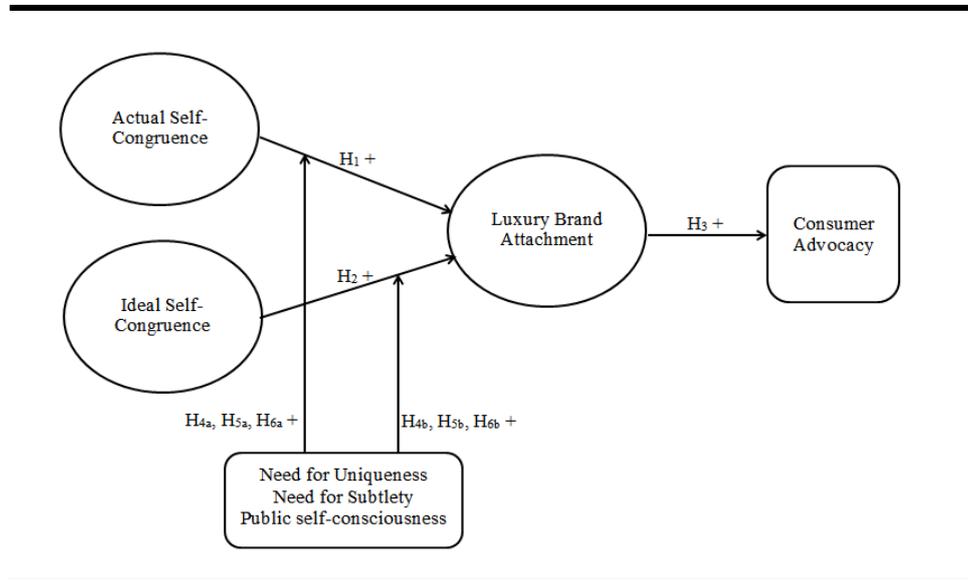
H_{6b}: Consumers' public self-consciousness strengthens the relationship between ideal self-congruence and luxury brand attachment

PROPOSED RESEARCH FRAMEWORK

The proposed research framework is illustrated below in figure 1. This model has been adapted from Malär et al. (2011) and modified from luxury brand context. The two key

antecedents for luxury brand attachment are perceived actual self-congruence and perceived ideal self-congruence which are influenced by the need for uniqueness.

Figure 1
Proposed framework for luxury brand attachment



Adapted from: Malär et al. (2011)

RESEARCH METHOD

Sample frame and data collection method

This study will employ an experimental research using a random sampling technique. The random sampling technique will ensure proper representation of the target population and eliminate the sampling bias (Cook & Campbell, 1979; Zikmund, 2002). The experimental research technique has been chosen because the intensity of luxury brand attachment will be measured with two stimuli; one product of private luxury brands another from public luxury brands. Past researches on brand attachment also employed experimental method (Belaid & Behi, 2011; Park et al., 2010). This study will test the relationship among consumers' need for uniqueness, self-congruence and luxury brand attachment with the experimentation of these stimuli. The sample population will be young Australian consumers aged between 20–30 years. Previous studies have found that there is a growth in luxury brand purchase by individuals in younger age groups e.g. 20–30 (Hung et al., 2011). Therefore, this is representative of the possible drift in the ages of consumers in the market for luxury brand purchase (Han et al., 2010).

A database will be used in this purpose to choose the consumers who have already purchased some luxury products within the sample frame. An online survey platform known as Qualtrics will be used for the survey data collection purpose. The questionnaire link will be sent to about 2,000 consumers through email over a course of 18-22 weeks. With an expected response about 25% (Penwarden, 2014) to 42% (McPeake et al., 2011), a minimum valid response from 460 consumers will be considered sufficient for this purpose (Wolf et al., 2013).

Survey instrument

A self-administered questionnaire will be developed for the study. The questionnaire will consist of five sections. Section A will measure consumers' perceived actual and ideal self-congruence. Section B will measure consumers' need for uniqueness. Section C will measure the intensity of consumers' attachment to the luxury brands. Section D will measure consumer's level of advocacy for luxury brands. Finally, section E will comprise of the demographic questions of respondents. All items will be measured on a seven-point Likert scale with 1 representing "strongly disagree" and 7 representing "strongly agree".

Table 1
The scales, reliability and source

Scales	Composite Reliability (α)	Source
Actual self-congruence	0.83	Sirgy et al., 1997
Ideal self-congruence	0.93	Malär et al., 2011
Need for uniqueness	0.85	Tian et al., 2001
Consumer advocacy	0.85	Chelminski & Coulter, 2011
Need for subtlety		Being developed by another researcher
Luxury brand attachment		To be developed in this study

There will be two sets of questionnaire, with two different types of stimuli, keeping all the questions same. The questionnaire will be developed using the existing scales on the construct items. The scale names are presented in the table 1 above. Detail scale items are included in the appendix 1.

The proposed questionnaire will be pre-tested with 30 respondents (Hair & Bush, 2000). Problems related to ambiguous, vocabulary and others will be identified thereby. In addition to the pre-testing, debriefing sessions will be conducted in order to ensure that the problems with the initial questionnaire are addressed properly. Following further modifications, the final questionnaire will be developed by utilizing a number of questionnaire techniques and designs from the proposed authors (e.g. Hair & Bush, 2000; Zikmund 2002).

Development and validation of luxury brand attachment scale

The scale development theory suggests that the existing theory should be consulted first to aid clarity with the scale (DeVellis, 2003). Following the guidelines suggested by Soh et al. (2009), three methods will be used to generate potential scale items for the luxury brand attachment. In the identification stage, literature reviews (Churchill, 1979), thesaurus searches (Park et al., 2010), and expert surveys (Churchill, 1979) will be employed for developing the items. Then Exploratory Factor Analysis (EFA) will be conducted for assessing reliability and purify the measure. Next, Confirmatory Factor Analysis (CFA) will be conducted to confirm the dimensionality of the scale. Finally, by building a Multi-test Multi-method (MTMM) matrix and testing the hypotheses driven from theories, the concurrent validity and construct validity will be assessed.

Stimulus

The relationship among the constructs of this study will be measured from public and private luxury brand context. Earlier researchers have explored private/public consumption from the perspective of image self-congruence (Graeff, 1996), social influence (Kulviwat, Bruner, & Al-Shuridah, 2009) and variety seeking behaviour (Ratner & Kahn, 2002) for non-luxury brands only. In this study, the photo of two products will be used as the visual stimuli: Ray Ban sunglass as the public luxury brand and CK undergarments as the private luxury brand.

RESEARCH SIGNIFICANCE

This study is expected to result a number of theoretical, methodological and managerial contributions in the area of luxury brand and brand attachment. It will provide insights on luxury brand attachment that has not been covered by earlier researchers.

Theoretical significance: This is the first study to conceptualize luxury brand attachment by using consumers' self-congruence and the moderating role of need for uniqueness. The use of consumers' actual self-congruence and ideal self-congruence will provide a suitable dimension for luxury brand attachment because earlier researches show that consumers want to upgrade their actual self-image from ideal self-image through the consumption of luxury products. Moreover, incorporating the need for uniqueness and need for subtlety constructs from private/public luxury product context into the relationship would be a unique addition to the current brand attachment theories.

Methodological significance: The development and validation of luxury brand attachment scale would be a completely new addition into the domain. This study will contribute by adapting and revalidating scales on self-congruence (Sirgy et al., 1997), need for uniqueness (Tian, Bearden, & Hunter, 2001), public self-consciousness (Fenigstein, Scheier, & Buss, 1975), need for subtlety, and consumer advocacy (Chelminski & Coulter, 2011) in understanding the luxury brand attachment. The proposed model for luxury brand attachment can be empirically tested further. Moreover, most of the earlier studies on luxury brand used fashion items as the stimulus (e.g. Hung et al., 2011; Han et al., 2010). This proposed study would incorporate the private versus public luxury products as the stimuli and thereby will test variation of attachment to the brand.

Managerial significance: This study will provide meaningful insights for marketing managers regarding luxury brand attachment that they can use in understanding how consumers develop bond with luxury brands. Based on the results of the proposed hypotheses, marketing managers may design promotional and relationship programs for brand reinforcement and revitalization strategies. The luxury brand attachment scale will also be helpful for marketers for understanding the strength of the bonding between consumers and luxury brands. All these insights will provide marketing managers tools and techniques to get advantages in the increasingly competitive luxury brand market.

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APPENDICES

Appendix 1

Scale items and source

Scales and Items	Source
<p>Actual self-congruence</p> <ol style="list-style-type: none"> 1. This brand is consistent with how I see myself. 2. This brand reflects who I am. 3. People similar to me use brand like this/People similar to me use this brand. 4. The kind of person who typically uses this brand is very much like me. 5. This brand is a mirror image of me. 	<p>Sirgy et al. (1997)</p>
<p>Ideal self-congruence</p> <ol style="list-style-type: none"> 1. This brand is consistent with how I would like to see myself. 2. This brand reflects who I would like to be. 3. People that I would like to be use this brand. 4. The kind of person whom I would like to be typically uses this brand. 5. This brand is a mirror image of the person I would like to be. 	<p>Malär et al. (2011)</p>
<p>Consumer advocacy</p> <ol style="list-style-type: none"> 1. I often suggest others about luxury brands 2. By sharing my experience with a luxury brand, I assist other people towards a similar experience 3. It makes me feel good to tell others about luxury brands 4. I have responsibility to society to tell others about my experiences with the luxury brands 5. I suggest other people about quality luxury brands to help them experience the same quality 	<p>Chelminski & Coulter, 2011</p>
<p>Need for uniqueness</p> <ol style="list-style-type: none"> 1. I collect unusual products as a way of telling people I'm different. 2. I have sometimes purchased unusual products or brands as a way to create a more distinctive personal image 3. I often look for one-of-a-kind products or brands so that I create a style that is all my own 4. Often when buying merchandise, an important goal is to find something that communicates my uniqueness 5. I often combine possessions in such a way that I create a personal image for myself that can't be duplicated 6. I often try to find a more interesting version of run-of-the-mill products because I enjoy being original 7. I actively seek to develop my personal uniqueness by buying special products or brands 8. Having an eye for products that are interesting and unusual assists me in establishing a distinctive image 9. The products and brands that I like best are the ones that express my individuality 10. I often think of the things I buy and do in terms of how I can use them to shape a more unusual personal image 11. I'm often on the lookout for new products or brands that will add to my personal uniqueness 12. When dressing, I have sometimes dared to be different in ways that others are likely to disapprove 13. As far as I'm concerned, when it comes to the products I buy and the situations in which I use them, customs and rules are made to be broken 14. I often dress unconventionally even when it's likely to offend others 15. I rarely act in agreement with what others think are the right things to buy 16. Concern for being out of place doesn't prevent me from wearing what I want to wear 17. When it comes to the products I buy and the situations in which I use them, I have often broken customs and rules 18. I have often violated the understood rules of my social group regarding what to buy or own 19. I have often gone against the understood rules of my social group regarding when and how certain products are properly used 20. I enjoy challenging the prevailing taste of people I know by buying something they wouldn't seem to accept 21. If someone hinted that I had been dressing inappropriately for a social situation, I 	<p>Tian et al. (2001)</p>

<p>would continue dressing in the same manner</p> <p>22. When I dress differently, I'm often aware that others think I'm peculiar, but I don't care</p> <p>23. When products or brands I like become extremely popular, I lose interest in them</p> <p>24. I avoid products or brands that have already been accepted and purchased by the average consumer</p> <p>25. When a product I own becomes popular among the general population, I begin using it less</p> <p>26. I often try to avoid products or brands that I know are bought by the general population</p> <p>27. As a rule, I dislike products or brands that are customarily purchased by everyone</p> <p>28. I give up wearing fashions I've purchased once they become popular among the general public</p> <p>29. The more commonplace a product or brand is among the general population; the less interested I am in buying</p> <p>30. Products don't seem to hold much value for me when they are purchased regularly by everyone</p> <p>31. 31. When a style of clothing I own becomes too commonplace, I usually quit wearing it</p>	
<p>Public self-consciousness</p> <p>1. I am concerned about my style of doing things.</p> <p>2. I am concerned about the way I present myself.</p> <p>3. I am self-conscious about the way I look.</p> <p>4. I usually worry about making a good impression.</p> <p>5. One of the last things I do before I leave my house is look in the mirror.</p> <p>6. I am concerned about what other people think of me.</p> <p>7. I am usually aware of my appearance.</p>	<p>Feningstein, Scheier, & Buss, 1975</p>