

**CONSUMER ATTITUDINAL LOYALTY TOWARDS
LUXURY FASHION BRANDS IN RELATION TO BRAND
PERSONALITY AND EMOTIONAL ASPECTS**

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DECLARATION

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ABSTRACT

The idea of luxury is dependably a critical idea in brand management, and assumed a remarkable part all through the history. The luxury is taken as an indication of economic wellbeing in the general public. The development of luxury market is expanding step by step. The legislature is stepping up with regards to the development of luxury platform (Bothra, 2013).

The class of a brand drives a purchaser to give up an extraordinary cost for a brand name (Park et al, 2006). In the present period, just those associations will make reasonable position in the business areas that have steadfast customers and to fulfill them, many firms are making reverential undertakings to redesign their capital and name of the brand. It would be of eagerness for the promoters to know and envision both enthusiastic estimations and brand identity for more customer brand relationship, (Batra et al., 1993; Kapferer, 1998; Upshaw, 1995; Keller, 2003; Punyatoya, 2010). In India luxury is attaining huge consideration with each year. India is believed to be among the progressive markets for luxury brands, being the second-quickest developing economy. The nation has encountered trade progression and made an astonishing movement towards the free market economy after the financial changes in 1991. India has gained a secured position among the quickly developing economies of the world with the different buyer universe of far beyond 1.2 billion individuals. With the expanding financial development rate and expanding wage rates in the course of the most recent decades, India is bound to get the position of world's third biggest economy by 2050 outperforming the United States (US) and China.

To address the existing gap in literature, there was a great need to explore the relationship between emotional aspects, brand personality and attitudinal brand loyalty in luxury fashion purchase. Keeping this gap in mind the present study intends to add to existing the body of knowledge in luxury fashion market.

Given the relevance of the topic of brand personality and emotional aspects in luxury fashion purchase, the beneficiaries of this study will be brand managers, marketing managers, luxury brand marketers, academicians and research practioners who are interested in the relating their brands with the customers for longer time, and how luxury brands can retain their market in developing countries. First objective was to study the relationship between brand personality, emotional aspects and attitudinal brand loyalty i.e. brand personality and self-concept, brand personality and emotional attachment, brand personality and brand love and

brand personality and attitudinal brand loyalty. Second objective was to study emotional aspects and attitudinal brand loyalty i.e. self-concept and attitudinal brand loyalty, emotional attachment and attitudinal brand loyalty and brand love and attitudinal brand loyalty. Third objective of this research was to examine perceived significance of emotional aspects, brand personality and attitudinal brand loyalty. In fourth and the last objective the idea was to measure the influence of brand personality & emotional aspects on attitudinal brand loyalty. A theoretical framework reveals relationships among brand personality, emotional aspects and attitudinal loyalty will facilitate the marketers dealing with luxury fashion brands in strategic decision making.

The current study has verified that brand personality has a significant influence on attitudinal brand loyalty, which finally practices a strong basis for consumer-brand relationships and turns as incentive in communicating branding schemes. The marketers of the topmost worldwide brands need to concentrate on visions stated above to exploit on the prospects that currently last in Indian luxury fashion market.

Such an endeavor will create opportunity for adoption of loyalty as a sustainable competitive advantage, thereby ensuring rational success.

The study accomplishes that the perceived significance of brand love, emotional attachment, self-concept, and attitudinal brand loyalty & brand personality is high in luxury fashion consumptions. The brand personality & emotional aspects entirely boost male and female consumers' attitudinal brand loyalty. Marketing management design prerequisites distinctive emphasis towards measurements of emotional attachment namely; impulsiveness tenderness, brand comparison, referral influence, loyalty effect. Further, they require to uphold deep connect, endless affinity, brand endorsements, satisfaction brand stickiness to reward attitudinal loyalty in luxury fashion purchase. Luxury fashion is very popular in the male and female customers in Delhi (India). The top ten brands (viz; Louis Vuitton, Hermes, Gucci, Prada, Rolex, Cartier, Chanel, Burberry, Coach and Fendi) look to have efficiently understood the prospects in North region of India, obvious from esteemed purchasing capacity and enchantment to consider comfort fashion brands. The comprehensive study certifies brand personality & emotional aspects as a successful prognosticator for attitudinal brand loyalty and offers great promoting prospects.

Resulting the conversation presented in the current study, we can determine that Indian luxury fashion commerce proposes numerous openings to marketers of global brands for both male and female.

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Chapter-1

INTRODUCTION

In India luxury is attaining huge consideration with each year. India is believed to be among the progressive markets for luxury brands, being the second-quickest developing economy. The nation has encountered trade progression and made an astonishing movement towards the free market economy after the financial changes in 1991. India has gained a secured position among the quickly developing economies of the world with the different buyer universe of far beyond 1.2 billion individuals. With the expanding financial development rate and expanding wage rates in the course of the most recent decades, India is bound to get the position of world's third biggest economy by 2050 outperforming the United States (US) and China. "The joined endeavors of globalization, an uprising in web, online networking and monetary development has made a blast in the luxury market of India. Prevailing customer portion of luxury has experienced the progressions, likewise the consumption paradigms of purchasers' will change over the time."(ASSOCHAM).

The idea of luxury is dependably a critical idea in brand management, and assumed a remarkable part all through the history. The luxury is taken as an indication of economic wellbeing in the general public. The development of luxury market is expanding step by step. The legislature is stepping up with regards to the development of luxury platform (Bothra, 2013).

The class of a brand drives a purchaser to give up an extraordinary cost for a brand name (Park et al, 2006). In the present period, just those associations will make reasonable position in the business areas that have steadfast customers and to fulfill them, many firms are making reverential undertakings to redesign their capital and name of the brand. It would be of eagerness for the promoters to know and envision both enthusiastic estimations and brand identity for more customer brand relationship, (Batra et al., 1993; Kapferer, 1998; Upshaw, 1995; Keller, 2003; Punyatoya, 2010).

1.1 Brand

The American advertising affiliation characterizes the brand in 1960's as: "A name, plan, term, sign, image or mix of them which is proposed to recognize the objectives and administrations of

one vender or a gathering of dealers and to separate them from those of contenders". The Brands (non-human elements) fill in as relationship collaborators with the purchasers. The brand is fundamentally anticipated as trademark name or logo of the item or administration. The brand is the primary origin of recognizable evidence and separation for an association. Brand is fundamentally a connection between client impression of passionate and practical components of a substance and their enhancing and recommending implementations. The enthusiasm of brands drives a normal customer to give up an exceptional cost for a brand name. (Park et al, 2006).

Shimp and Madden initially presented the idea of customer brand connections in 1988 by concentrating on purchaser object relationship utilizing 'triangular theory of love' by Sternberg in 1986. The concentration was to characterize buyer brand relationship as buyers shape or create connection or relationship with consumable items (stores, items, brands) and so forth.

The item act as physical substance and brand is known as perceptual element in the shopper's brain. Presently a day's physical element isn't a critical perspective for the organization, yet fabricating perceptual element is the concentration of the organizations.

1.2 Brand Management

The brand performs the role of intermediate of communal & social replication for shoppers. The quality of customer brand connections frames the intention for forthcoming buys of the purchasers. The optimistic involvement among the brand urges the purchaser to give up more cash for an adored brand (Loureiro, 2013). The grouping of brands, brand personalities, and images likewise impact customer brand connections. Every one of these elements relies upon the way purchasers see a brand that is being ordered (Schmitt, 2012). The passionate perspectives undoubtedly affect customer brand relationship; quality of these approaches may fluctuate. The self-concept enhances attitudinal loyalty, which additionally prompts passionate connection concerning a brand and love for a brand. The brand, that communicates some portion of an individual, forms further connections. The shoppers will at last remain faithful to just those brands, which speaks to their character, whom they sense honestly, attached and for which they feel enthusiastic (Hwang and Kandampully, 2012). The brand connections are restricted to passionate viewpoints as well as discuss behavioral perspectives too (Fournier, 2008).

Awareness of the brand is the buyer purchase display but brand information does not impact upcoming acquisitions directly. A positive picture for the brand helps in constructing affirmative brand connections and improved fulfillment. Concerning a few shoppers, when value of cash expended on the brand is accomplished; it makes long-term association with that certain brand.

Brand management concentrates on communicating a guaranteed brand to their clients. The brand performs more just than an emblem or promotion. In each organization the concentration of brand management is to accomplish dedicated clients and create them optimistic for longer time. The brand management obeys a brand administration process that is overall utilized by each association.

1. **Understand:** The primary phase of brand management process covers seeing, every single target of the administration in branding process.
2. **Create:** In this stage, data gathered is utilized to scrutinize the exploration and conceptualizing one of kind thoughts.
3. **Deploy:** In this stage, an enumerated sight is produced for conveying new brand system to representatives and customers. In this correspondence in regards to brand is passed on to target group of viewers.
4. **Monitor:** Under this stage, the entire procedure is observed whether each stage is working legitimately or not. The entire brand administration process is constant in nature.

1.3 Brand Management Approaches

Brand management concentrates on various methodologies, which covers every part of brand management. The brand management has added up to seven approaches. All the seven approaches are consistent in nature and are connected to each other. All the brand management approaches are familiar with understanding worldwide idea of the brands. The approaches are in sequential succession. The brand management isolated the seven approaches into three periods i.e. period from 1985-1992 is under first period, from 1992-1999 is second time frame and from 2000 onwards is third and last period.

In the main time frame, i.e. from 1985-1992, the brand management concentrates on organization instead of brand and furthermore what sort of moves should organization make to

impact its clients. In the second time frame, the management concentrates on brand interchanges to the buyers and human-point of view nature of the brand. In last period, the social esteems behind the utilization decisions are investigated and afterward brand devotion is examined for building faithful clients for the organization.

1. " *The brand as a part of traditional marketing mix* " Under this approach the four P's of advertising is secured, the formation of brand esteem is examined in this approach. The organizations view their clients as a "monetary man". Their utilization choices, decisions and objective thought are investigated. The advertisers are the principle transport amongst organization and the purchaser. The quantitative strategy is utilized to investigate the purchaser decision conduct.

2. " *The brand as linkage to corporate identity* " After monetary approach, the identity approach is the second most established approach in brand administration. The corporate personality is additionally a vital part of brand administration, since making brand as character in the shopper's psyche is one of the troublesome part in mark administration. Under this approach corporate personality is investigated.

3. " *The brands as linked with consumer association* " In 1993, Kevin lane Keller found a extraordinary and new approach in brand administration. The principle introduction of this approach concentrated on client affiliation. The approach shows that if the brand communicates with the clients, it help the organization to attain customers for longer time, and the impact of brand stays in the psyche of the purchaser. In this approach the shoppers is named as the proprietor of the brands.

4. "*The brand as human-like character*" This approach is set up in 1997. The possibility of this approach is produced from an investigation, which is on brand identity. The investigation uncovers that brands can acts like a human character in the brain of the shoppers and which coordinates their identities.

5. "*The brand as a vital relationship partner*" This approach thoroughly changes brand administration. The social approach investigates the relationship of purchasers with their

dependable brands. How brand go about as relationship accomplices is the fundamental setting of this approach. This approach is further deals with augmentation of identity approach.

6. *"The brand as the pivotal point of social interactions"* This approach manages the brand groups. Brand esteem is formed under this approach. This approach essentially covers social setting of brand administration.

7. *"The brand as a part of broader cultural"* After people group approach; social approach is investigated in brand administration for knowing social point of view of the buyers. Both the methodologies are connected to each other, in light of the fact that gatherings of customers are investigated in these methodologies.

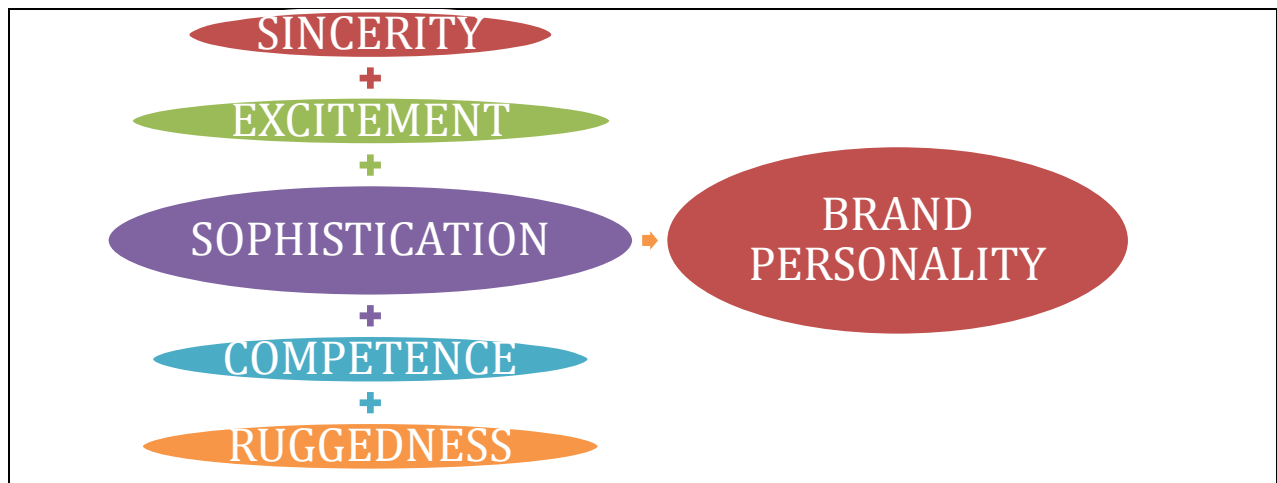
1.4 Brand Personality

Brand personality is seeing the brand as a man and characterizing the attributes the brand has. It is critical for a brand to have an extraordinary identity. The brand identity acts as a passionate linkage between buyer and brands. Brand identity, signifies to the individual personalities accompanying with the brand (Aaker, 1997), is a branding idea that clarifies an aspect of classifying movement (Batra et al., 1993; Kapferer, 1998; Upshaw, 1995; Keller, 2003). It enables an association to recognize purchasers' image percept (Punyatoya, 2010). Advertiser can utilize buyers' tastes to make their promoting methodologies more engaged towards purchasers. It additionally gives a helpful research technique to buyer believes. It encourages advertisers to convey brand meaning. Jennifer Aaker built up a scale for measuring brand personality with five-center property of brand identity, each partitioned into an arrangement of perspectives.

A brand has certain physical qualities and plays out particular capacities, which falls in the preface of its character. Basically, a brand's personality moreover has much to do with the characteristics of the general population who buy the brand and the social or physical conditions in which it is found. The brands don't have target personality qualities free of a customer's impact on them. That is, purchasers make introductions in perspective of direct and furthermore indirect contact with the brand, realizing there evaluative starts (Aaker, 1997& Fournier, 1998). Thusly, brandpersonality is said to be a theoretical shape made by the buyer. Among the latest two decades, there has been an extending revolve around social laborers, scientists and experts

(Fournier, 1998). Brand character is demonstrated by how a customer can have a relationship with brands as a development of the brand thought with human resemblance. As per brand personality researchers (e.g., Aaker, 1997), a brand can have an unmistakable character that can isolate it from contenders. It is suggested that customers make trademark judgments from the acts of the brand in its association (Aaker and Fournier, 1995). A brand's personality is an essential section of a brand's picture where the value is related to the estimation of a brand in the purchaser's brain (Keller, 1993).

Figure 1.1 Showing Brand Personality Dimensions

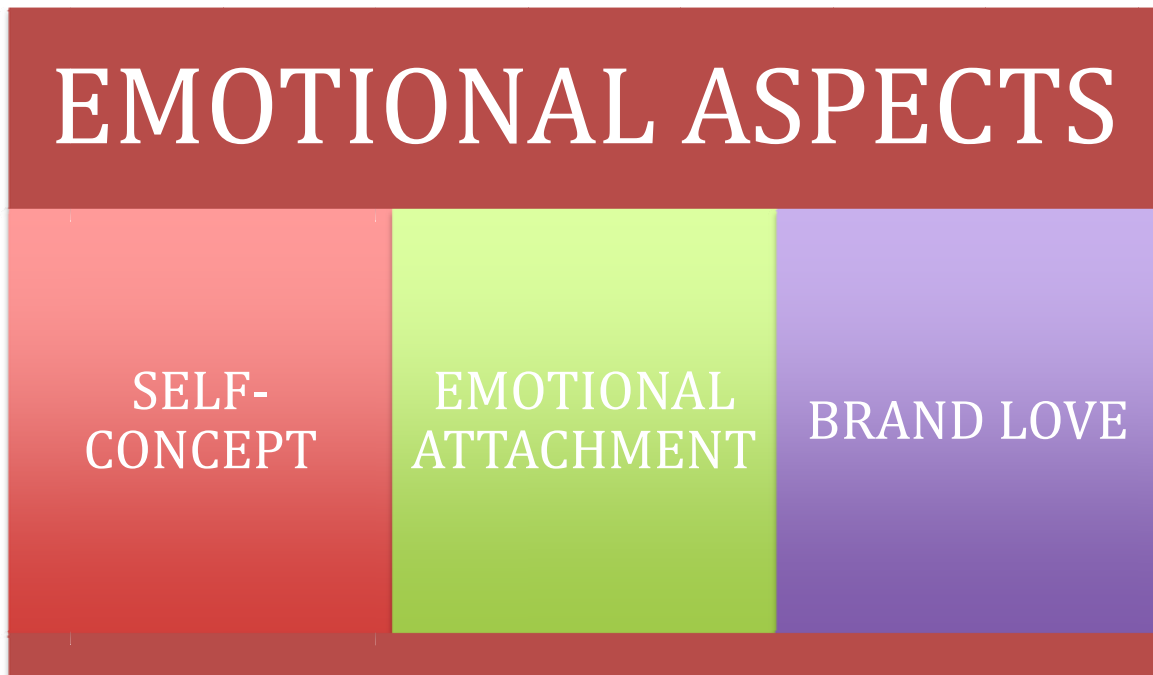


Although the identity of the shopper being important to the advertiser, brands are likewise thought to have identities. Brand character alludes to the degree that a purchaser holds solid, ideal, and exceptional relationship about a brand in memory. Identity measurements can be utilized to thoroughly analyze the apparent qualities of brands, (for example, out-dated, rough, outside, and so forth.). The creation and correspondence of an unmistakable brand identity is one of the essential ways advertisers can influence an item to emerge from the opposition and rouse a very long time of certainty to it.

1.5 Consumer-Brand Relationship

The shopper demonstrates trustworthiness to, what he senses associated or joined to (Bowlby, 1979). The connection among a brand and customers is met to perform positive results for together the brand and the shoppers. Shoppers appear connections, seeing brands as accomplices. Brands are adapted in the brains of shoppers and, as a result, expand representative implications and socio-social esteems, which go past the utilitarian advantages. Ideally, more firms are snared in obtaining information moving toward how customers fuse themselves to brands, for that reason, a few brands are best gotten a kick out of the chance to others and some are adored more prominent than others.

Figure 1.2 Showing Dimensions of Emotional Aspects



1.5.1 Self-Concept

Self-concept alludes to the quantity to which the brand or an item communicates indispensable picture of shopper's mental self-portrait, characters and qualities (Fournier, 1998). Brands can be productive in reinforcing individual's characters. (Swaminathan et al., 2007). As indicated by Rosenberg, 1979, self-concept is "aggregate of the person's reflections and emotions". A large

portion of the researchers includes recognized two viewpoints inside the self-concept: the actual self & the ideal self (Sirgy et al. 1997). Self-concept association mirrors "the force to which the brand conveys character concerns, or themes of a purchaser" (Fournier, 1998). Purchaser brand affiliation all in all can be reformed in three winning classifications: connection (association encompassed by adoration/energy for a brand & self-concept), behavioral ties (reliance & responsibility), and thoughtful subjective convictions (closeness and brand accomplice quality) (Fournier, 1998).

1. *Actual-self*: characterized as in what way individuals perceive themselves.

2. *Ideal-self*: characterized as in what way individuals might want to perceive themselves.

1.5.2 Emotional Attachment

Enthusiastic connection began in relational connection theory (Bowlby, 1979) states that how much people are firmly joined to a man or to a brand decides their level of responsibility regarding the relationship and the level of acknowledgment associated with the relationship. (Aron and Westbay, 1996; Collins and Read, 1990; Sternberg, 1987), Affection may differ in quality, and more grounded and positive connections are related with more supported and long-term sentiments of association, love, warmth & passion. Brand connection alludes to the degree to which a shopper is healthily associated with a man or a brand which demonstrates their level of engagement to the affiliation and the level of sacrifices conferred about a relationship, (Cheong, 2013; Loureiro, Ruediger, and Demetris, 2012; Bouhlef et.al., 2011; Schifferstein and Pelgrim, 2008; Bauer et.al., 2007; Aron and Westbay, 1996; Collins and Read, 1990; Sternberg, 1987). Enthusiastic connection assumes an imperative part in forming the purchaser brand reactions with the brand. At the point when a customer includes himself more to the brand, the future purchase goals increases (Cheong, 2013). Solid brand connection positively affects brand relationship sentiments. The adoration affections for a brand can reinforce faith for a brand, and when a brand or item is believed, the individual feels candidly joined to it. Trustworthiness can't be estimated on the premise of faith only, however it can be estimated on the premise of affection sentiments towards a brand. Enhanced enthusiasm and love for a brand prompts trust and responsibility (Loureiro et al., 2012). Brand personality assumes huge part in basic

leadership of buyer for a brand (Bouhlef et al., 2011). The connections for brands are not shaped when shopper experienced distinctive brands. For measuring item and brand connection, a scale is produced which perceives seven determinants of connection: joy, recollections, places, and events, support of self-character, life thought and utility. Out of these seven factors, just two determinants are chosen for measuring brand connection, that is, past recollections and delights, which contribute emphatically to connection (Schifferstein and Pelgrim, 2008). Feelings convey high esteems in customer brand connections. Brand enthusiasm is broke down through observational research by building up a model, which expresses that uniqueness, or prestige develops impact brand passion, which additionally impacts vital elements of purchasing opportunities (Bauer et al., 2007).

1.5.3 Brand Love

The enthusiastic relationship amongst consumers and brands has emerged as another field of branding. Brand love is the level of enthusiastic passionate connection; a fulfilled consumer has, for a specific exchange name or a brand name. While these thoughts are sufficiently legitimate, in spite of the fact that the contrast between brand love and passionate connection recognize the two develop: brand love shows the force of passionate reactions towards a question; while passionate connection does not really require such degree (Carroll and Ahuvia, 2006).

1.6 Brand Loyalty

Brand loyalty is a customer's fondness to consume a certain brand in a product class. It occurs in light of the fact that customers perceive that the brand proposes the correct item highlights, portraits or level of worth at the correct cost. This supposition turns into the formation for additional purchasing propensity. Fundamentally, customers at first will influence a trial to buy of the brand and after fulfillment, tend to shape propensities and keep obtaining a similar brand in light of the fact that the item is sheltered and natural. A few specialists have contended that consistency must be restrained in a mix of attitudinal and Behavioral measurements. Such examinations have portrayed that brand loyalty is a result of rehash buy conduct and an outcome of multi-dimensional intellectual states of mind toward a particular brand. Jacoby (1971) proposed a six-point definition that incorporates behavioral and attitudinal devotion. Jacoby and

Kyner (1973) clarified that brand faithfulness is (1) one-sided (i.e., non-arbitrary); (2) a behavioral reaction (i.e., buy); (3) communicated after some time; (4) by some basic leadership units; (5) as for at least one option marks out of an arrangement of such brands; and (6) a component of mental (basic leadership, evaluative) forms.

While behavioral loyalty is the obvious aftereffect of attitudinal loyalty. Quantifying attitudinal brand loyalty can recognize clients who are powerless in a developing circumstance. Attitudinal loyalty can be basic for exhibiting specialists to screen in business areas where buyers don't make a judgment among brands at each acquiring occasion (Bennett and Thiele, 2001).

The previously said talk reasons that enthusiastic associations (Emotional attachment, Self-concept & Brand Love) are fundamental constituents of buyer brand relationship. The positive enthusiastic perspectives are likely going to affect buyer perspective emphatically and, along these lines drive potential customers towards high attitudinal faithfulness. The upward move in attitudinal loyalty makes positive casual trade for the brands.

1.6.1 Attitudinal Brand Loyalty

Brand loyalty is a shopper's right to purchase a specific brand in a product class. A few scientists have contended that faithfulness means to be dignified in a blend of attitudinal and Behavioral measurements. Loyalty is measured as far as both state of mind and conduct. The two measurements are permissible for choosing loyalty. The buyers are partitioned in terms of behavior & attitude for foreseeing trustworthy to enthusiastic connection towards a brand name (Bennett and Thiele, 2001).

Procuring profitable attitudinal loyalty among clients is the desire of great importance. The reliable clients carry on, as valuable thing for the organization and building faithful clients for the organization is a troublesome procedure. A few purchasers expect brand, as relationship accomplices. At the point when a man knows and soon thereafter and for what cause, a specific brand is devoured, one can call him or her a reliable purchaser of that brand.

1.7 Luxury Fashion Market in India

The luxury marketplace in India is accomplishing expanding deceptibility with each transitory year. With the excessive progress rates of the Indian market distinguished with alternate nations and even the settled economies, it is just likely that enthusiasm for the Indian luxury market will rise in the near future. Luxury brands dependably impact the clients because of their item quality, status and standing, (Bothra, 2013).

An ASSOCHAM survey recommends that the online luxury supplies will see an inflow of 35 billion dollars in 2016 and by 2020 the study predicts the market to get multiplied. Through 2017-2018, the market is relied upon to develop at an intensified yearly development rate of 27%. While India has dependably had conventional extravagance customers, who shopped on their journeys abroad, the inflow of cash in the rising Indian economy in most recent two decades has additionally observed ascent in the top-level portions. Accordingly, Indian individuals have turned out to be additionally recognizing, bit by bit raising their measures for quality and administration, and searching for more luxury encounter.

India is thought to be the quickest developing economies on the world. The normal monetary development rate is of 7.5% amid most recent couple of years. The nation is relied upon to be the world's greatest economy till 2050. An enormous increment in imports of a wide range of items particularly appeals for European and American luxury items have been taken note. The extravagance advertises is developing at an extremely quick pace.

The real push to luxury showcase was to the tune of 5.75 billion USD in 2010 and achieves facilitate 14.72 billion USD in 2015, (demonstrating a three time increment). In this manner there is an incredible open door for luxury brands in India.

India has adjusted globalization speedier than the forecasts. The luxury brands principally target two fragments of Indian populace. The real section is one who gains more than 36000 USD (2,178,720 INR) a year separately, or second fragment acquires between 14000 to 36000 USD (847,280 to 2,178,720 INR) a year independently. These figures are low when contrasted with other developed economies. Online networking is producing familiarity with luxury showcase in the psyche of purchasers.

The luxury advertises is mainstream in Indian groups of friends. In the following two decades, the organizations willing to flourish in extravagance products classification should concentrate on separation, client relationship, social obligation and imagination.

As per India luxury retail showcase investigation (2013), luxury trade has seen quick development in India. While the vast majority of the develop markets are experiencing challenges in deals, India is being proclaimed as investing much future potential. Although, worldwide brands confront many difficulties as of now, most view their wander into India as a long haul speculation that will in the end yield huge returns. The Indian luxury market is predicted to double its present size over next coming five years. The development of India as a luxury items market and its potential is evident and there is a optimistic reaction towards worldwide brands.

Right around 10 years prior, extravagance shoppers were isolated into two classifications, specifically, established luxury customers who had old cash and purchased extravagance for their enthusiasm for ageless style and new extravagance buyers who acquired extravagance for colorful show of their original possessions. Today, luxury buyer profile can be additionally fragmented. There is a developing pattern of vast amount of optimistic luxury purchasers who are very much educated and their inclinations fluctuate generously.

Now a days, as whole world partakes turned into a little worldwide town with consistent Internet availability, developing number of purchasers is allured towards online buys of luxury products. Advertisers are moving their financial plans with the help of Internet. Advanced devices and advances are getting to be heart of the luxury basic leadership process. Luxury brand players are endeavoring to give better understanding to its rich clients within Omni-channel. These new developing patterns are absolutely going to make another check in the developing Indian luxury marketplace situation. Driven by rising prosperous in the real urban areas and a power move from the bootleg market to the recognized market, India's craving for luxury products keeps on going from quality to quality. India is predicted to be a US\$4 billion industry by 2020.

CHAPTER-2

REVIEW OF LITERATURE

In the present time, just those organizations will survive in the business sectors that have faithful clients and to accomplish them, many firms are making devotional projects to upgrade their capital and name of the brand. The feelings improve consumer loyalty. Consequently advertisers are distinguishing the enthusiastic measurements for more grounded shopper brand connections. The present investigation is an endeavor to assess the connection between brand personality, emotional aspects and attitudinal loyalty. The purchaser feels more faithful to what he feels associated with, connected to and cherishes it (Bowlby, 1979; Bauer and marten, 2007; Brakus and Zarantonello, 2009; Carroll and Ahuvia, 2006; Escalas and Bettman, 2005; Cheong, 2013; Hwang and Kandampully, 2012). Brand personality signifies to human attributes related with a brand (Aaker, 1997), is a branding idea that clarifies a feature of branding elements (Batra et al., 1993; Kapferer, 1998; Upshaw, 1995; Keller, 2003). Brand identity fills in as a successful buyer association specialized device. It enables an association to recognize shoppers' image observations (Punyatoya, 2010). The customers will eventually remain faithful to just those brands, which speak to their personality, whom they feel sincerely devoted and for which they sense enthusiastic love (Loureiro, 2011; Loureiro, 2013; Schmitt, 2012; Sirgy and Tidwell, 2008).

2.1 Relationship between Attitudinal Loyalty & Self-Concept

Luxuries are currently being necessities for individuals step by step since individuals needs to enhance their ways of life and by the use of luxury items they can satisfied their self-concept by having a superior social appreciativeness from society. The center reason of this examination paper was to analyze Impact of client self-concept and way of life on luxury merchandise. In the present aggressive world associations endeavored their best to make shopper fulfilled, as consumer loyalty is critical on the grounds that client is the foundation of the association. Associations realize that client needs quality, legitimacy and necessities of a brand. On the premise of result it has been proficient that there is a positive noteworthy effect of self-concept

on luxury fashion (Naz and Lohdi, 2016). The idea of "brand image" has drawn enormous deliberation from scholastics and authorities since it was advanced, in light of the fact that it expected a critical part in advertising activities. In spite of the fact that brand picture was perceived as the main impetus of brand resource and brand execution, few investigations have explained on the connection between brand image and brand equity. In light of the brand image speculations, this investigation evaluated surviving examinations about the effect of brand image on shopper from viewpoint of consumer equity (Zhang, 2015). Brand image is decidedly identified with self-concept and brand utilization helps in contributing shopper self. In this paper product assessment, with an examination of overviewed beliefs, mindsets, and aims in regards to design brands was analyzed and reasoned that cost isn't a noteworthy determinant of general state of mind as study asks whether brand characters and faiths correspond with buy behavior as self-brand association or not (Mocanu, 2013). Self-image and brand image are noteworthy ideas in purchaser behavior. The Self-image and brand image significantly affects product decision, feeling and purchase anticipation. Customers need an item, which communicates his self – character and matches to his identity. It uncovers that when an item or brand is used publically, buyers are extremely inspired by indicating other their utilization design, while when same brand and item is devoured in secretly the buyers are not fascinated by appearing to other. Real self influences the secretly consumed item. So it is especially certain that shoppers are particularly worried about ideal self as opposed to actual self (Khan et al., 2012a). The interrelated variables of brand (brand experience, brand promotion and past learning and experience about the brand) greatly affect by purchase behavior. It emphasizes on statistic factors that have solid impact on purchase expectations. It is distinguished that both male and female purchasers have same effect of brand advertisement and knowledge. Therefore male customers have more substantiated brand relationship than that of female purchasers. Age significantly affects commercials. All descriptions of the brand associations have optimistic influence on purchase behavior of the customers (Khan et al., 2012b). Social-identification through a brand is more focused for a consumer, which additionally shows devotion for a specific brand name. Self-brand personality is a huge factor for the customer, which prompts fulfillment and trust for that brand. Brand identification is an approach to achieve brand dedication (Harris, 2012). Building and making passionate brand connection is essential in promoting world. Enthusiastic brand connection must be improved through brand identity with customer's self. Both the real self and perfect self are

examined with passionate brand connection with the assistance of an exact investigation of 167 brands. The genuine self has high effect on enthusiastic brand connection instead of perfect self. Open reluctance, product contribution, confidence builds the impact of genuine self and declines the effect of perfect self on passionate brand connection (Malar et al., 2011). Actual self-image of individual for a brand likewise upgrades brand identity. At the point when a man is relating his genuine self with the brand then he consequently gets submitted towards the brand. The self-idea may act distinctive in different classes of the item. A specific item may influence a man real self. Self may not be influenced for some other item (Khare and Handa, 2009). Self-concept isn't just identified with particular item or brand classes, yet it is additionally influenced by administrations and sports occasions. At the point when a man underpins a specific occasion then he additionally turns out to be a piece of it, which speaks to its self-idea with that specific occasion. Either individual gets excessively associated with such occasion his mindfulness level similarly raises. The photos and the messages utilized as a part of the occasions likewise demonstrate the self-idea of the shoppers, who are a piece of it (Lee et al., 2008). Self-congruity impacts brand dedication with concerned supported games occasions. Correspondence campaigns ought to be intended to build shopper inclusion with supports, which increment their attention to that specific occasion. At the point when buyer begins feeling their self as the piece of the occasion, it improves the determination of the client towards that occasion and it must be upgraded when the occasion begins conveying their clients through legitimate and powerful battling. With the assistance of individual qualities, the marketers can distinguish buyer's self (Sirgy et al., 2008). At last when a man takes an item or a brand, as his personality there is no impact of negative information on his buying choices. Self-concept has beneficial outcome on customer brand connections. As brands convey representative implications of a person, which causes them in molding and imparting their self. The brand has energy to reinforce purchaser picture to gathering and well as individual level (Swaminathan et al., 2008). Brands, which encounter their importance through images and pictures, are having solid self-association with the shoppers as opposed to brands without any images and pictures. The purchaser plans to utilize just those brands whose pictures or images coordinates their reference gatherings, to which they have a place with, keep up emotional relationship with these gatherings. The brands that convey their images in the psyche of the shopper achieve more grounded impact than brands that don't (Edson, 2005). Social utilization of the item is distinctive when contrasted with real

utilization. Many individuals purchase items not for their utilization but rather just for social aims. People are assessed for the most part by the items, which involves them as opposed to which really required by them (Solomon, 1983). Self-image and ideal-self image are decidedly connected. The purchase goals of a few items are more connected with genuine self instead of perfect self. If a shopper is aware of their self, their buying choice display differs, as compare to when they are not aware. Features related to individual or products are significant element of relative disparity impact of actual-self and ideal-self on purchase intentions (Laird, 1974). Consumer behavior theory is based upon symbolism and self-concept. This theory acts as theoretic foundation for knowing and forecasting consumer market choice and behavior. The shoppers use things as a symbol of their objects and use these symbols as their orientations. An individual communicates his/her self through commodities and brands that enriches their self-concept (Grub and Harrison, 1967).

2.2. Relationship between Attitudinal Loyalty and Brand Love

Romantic brand love will lead to brand devotion among consumers for that brand. According to that study conative commitment will mediate romantic brand love and consumer devotion towards the brand that means brand love will lead to arousal of conative commitment among consumers which will further lead to consumer devotion towards brand. So it is found that when conative commitment is added to romantic brand love it will give rise to consumer devotion towards brand. Conative commitment is the highest level of commitment, which was influenced by intimacy and passion present in brand love (Sarkar and Sarkar 2015). Brand experience has been conceptualized as an important antecedent of brand love (Sarkar, 2011). Brand experience refers to feelings that the purchaser feels about the brand, which depends on their related knowledge of customer with that brand. Brand experience goes about as vital forerunner of brand love (Garg et al., 2015). In globalized world, each customer has its own utilization design. Each shopper needs a best item or brand for his utilization. A constructive love is produced between extravagance brands and the shoppers, and for this ads are insufficient, the organizations are relating their brands with the buyers on more individual level. Presently a day, buyers are the proprietors of the brands, so it is their choice to love a brand or abandoning it, and when customers begin cherishing a brand then they begin repurchasing the brand over and over (Avuin and Davielsson, 2012). The nature and the outcomes of brand love are investigated through

grounded hypothesis approach. The two parts of brand love i.e. how brand love can be created and how shoppers really encounter it come into setting. The seven center components of brand love is produced i.e. enthusiasm driven practices, positive passionate association, self-brand joining, long-term connections, state of mind assurance, positive general valence and solid certainty. The impact of these components changes in its quality (Batra et al., 2011). At the point when customer feels love towards a brand, faithfulness improves as adoration has just positive vibes. The unwavering quality and legitimacy of the affection scale is inspected and availability is appeared in consecutive request (Hatfield et al., 2011). Brand love prompts solid attitudinal reliability for a brand. As brand love scale gives appropriate measures, which help advertisers to assemble more impactful techniques for making shopper more steadfast. Through brand love scale, buyers can be categorized which recognizes the attributes of customers. The purchasers can be recognized into two classes of brand love (i.e. enthusiasm and warmth) and advertisers can plan their dedication programs as indicated by purchaser's categorization (Albert, 2010). A model is proposed to interface willingness to sacrifice and brand love through intermediary commitment. The most favored brand by the shoppers, which distinguish their way of life helps in drawing in purchasers and assembles responsibility amongst brands and buyers, which thus, frames love amongst them and customers will dependably give up premium cost for a brand (Loureiro, 2011). Closeness additionally significantly affects brand love. The brand love develop isn't just restricted to product class yet it also emphasis on exchange name or an organization name. Clients and staff connection can be taken in two ways i.e. enthusiasm and closeness. The closeness and energy can enhance client service association (Chan, 2008). Brand love turns out with critical actualities of fulfillment that further prompts brand devotion. At the point when purchaser feels fulfilled towards a specific exchange name he consequently feels love towards the brand, which furthermore gives larger amount of brand devotion and positive word of mouth. A brand, which communicates singular personality, has a tendency to have more prominent love towards it (Carrol and Ahuvia, 2006).

2.3. Relationship between Attitudinal Loyalty and Emotional Attachment

The reason for this examination is to explore the effect of corporate branding on brand loyalty with the intervening impact of passionate connection in the luxury design showcase. Cross-sectional information was gathered from 132 clients who acquired luxury brands. Discovering

demonstrates that practical and emblematic advantages have huge effect on brand loyalty, though different factors are observed not to be huge. This examination offers new observational help for the suggestion that corporate branding endeavor in building client enthusiastic connection and dedication towards luxury brands. (Khan; Rasheed; Islam; Ahmed and Rizwan, 2016). In past branding review, passionate connection is featured more in light of enthusiastic holding with the brands. Passionate connection has energy to conjecture future purchaser brand reactions with the brand. At the point when a buyer includes himself more to the brand the future buy expectations expands (Cheong, 2013). Solid brand connection positively affects brand relationship sentiments. The affection cares for a brand can reinforce trust for a brand, and when a brand or item is believed the individual feels candidly connected to him. Certainty can't be judged on the premise of faith only, however it can be judged on the premise of affection sentiments towards a brand. Female brand connection positively affects brand love than the self-concept. Faith is considered as more noteworthy piece of buying for a lady. But on other side, social recognizable is more persuasive in male shoppers. Upgraded enthusiasm and love for a brand prompts trust and responsibility (Loureiro et al., 2012). Brand identity positively affects decision making of a shopper for a brand. Brand personality is impacted by attachment, faith & commitment. At the point when brand perceives a section or self of the shopper the buyer feel more joined to the brand, which constructs solid connection amongst customer and brand (Bouhlef and Mzoughi, 2011). The connections for brands are not shaped when customer practiced distinctive brands. Numerous advertisers endeavor to interface bond amongst purchasers and brands, which at last prompts loyalty. For assessing product and brand connection, a scale is created and perceived seven determinants of connection: joy, recollections, places, and events, support of self-character, life thought and utility. Out of these seven factors, just two elements are chosen for measuring brand connection i.e. past recollections and delights, which contributes decidedly to connection (Schifferstein and Pelgrim, 2008). The customer brand relationship impacts customer behavior. Feelings convey high esteems in consumer brand connections. For so, marketing managers are always ready to generate passionate products and brands through appealing and emotional advertising. The brand enthusiasm is broke down through observational research by building up a model which expresses that uniqueness or prestige constructs effects brand passion which additionally impacts critical components of purchase objectives (Bauer et al., 2007). Connection towards a brand is distinguished which additionally plays important role in

emotional connection with the brand. At the point when feelings are solid it prompts more buys. The connection can only be enhanced through restrictive individual associations amongst brands and buyers. A brand pattern must be taken after to make brand connection through which a firm can take sensible points of interest (Park et al., 2006). The warmth construct of attachment is clarified all together: adore relationship, alliance and afterward prompts connection. The brand connection assumes imperative part in enthusiastic holding with self-personality brands. Different variables upgraded brand connection, which grows long-term association with the brands (Priester, 2006). State of mind can be emphatically utilized for more positive buyer brand connections, which consequently give solid behavioral goals towards brands. The state of mind can be improved through enthusiastic connection, which therefore changes purchaser mentality. The connection construct develop is helpful in building positive customer brand connections (Park et al., 2006). The 10-item scale for measuring passionate connection might be ordered as fondness, enthusiasm and association. This scale is not the same as measures of fulfillment and association (Thomson, 2005).

2.4. Influence of Emotional Aspects on Consumer-Brand Relationship

In the present post-modern era, brands altogether assume a vital part in buyer behavior. An organized brand trust, brand nature and brand encounter have an effect on brand connection. A survey comprising of approved scales for brand trust, attachment was regulated to a specimen of 181 purchasers of South Africa. The consequences of this investigation demonstrated that brand trust; brand nature and brand encounter decidedly impacts brand connection in a noteworthy and direct way. The aftereffects of this observational investigation gave productive results to academicians, professionals and additionally strategy creators from the point of view of academicians. Besides, this examination incomprehensibly adds new information to the present group of brand administration literature (Chinnomona and Miziriri, 2017). The impact of web-based social networking on customer's connections is the huge measurement in consumer brand relationship. In the new computerized period of showcasing correspondences little is thought about how web-based social networking associations with tourism brands influence how purchasers consider those brands, and thus how those connections influence desired promoting

results, for example, word mouth. The outcomes demonstrate that web-based social networking does without a doubt impact feelings and connections to festive brands, and that online networking based connections prompt strong relationships, for example, positive word of mouth (Hudson 2015). The customer brand relationship is a vital viewpoint in brand administration. With respect to each advertiser, making faithful clients is the main objective, which encourages them in achieving more grounded position in the market. At the point when comes into relationship, it is connecting of many factors together. A decent involvement with the brand will fulfill the client, which helps in making profound associations with the brand. At the point when relationship winds up plainly solid the buyer can give up a top-notch cost for a brand with no limited time policies embraced by the organization. Responsibility may emerge when relationship winds up plainly solid which additionally prompts love and connection towards brand (Loureiro, 2013a). The association and relationship amongst brands and customers helps in recognizing solid and more profound connections. Buyer goes about as accomplices to their cherished brands. The brands go about as a social and social idea for customers. Cozy relationship towards a brand prompts passionate associations. Past encounters with the brands greatly affected future buys of the shoppers. At the point when buyers are happy with they're past encounters they fabricate solid associations with the brands and can yield more cost for an adored brand (loureiro, 2013b). The order of brands, brand personalities and images additionally impacts purchaser brand connections. Every one of the elements are needy upon purchaser brain science that how they see about a brand that arranged and speaks to him proficiently (Schmitt, 2012). The enthusiastic viewpoints had additionally decidedly affected buyer brand relationship; the quality of these viewpoints may differ. The self-concept enhances attitudinal loyalty, which additionally prompts enthusiastic connection concerning a brand and love for a brand. The brand, which communicates some portion of an individual, forms further connections. The customers will at last remain faithful to just those brands which speaks to their character, whom they feel candidly joined and which they feel energetic love (Hwang and Kandampully, 2012). The brand connections are restricted to enthusiastic viewpoints as well as discuss behavioral angles too. Feelings and conduct of buyers are two distinct affections for the purchaser (Fournier, 2008). Brand awareness prompts reinforce buyer purchase design. Yet, brand knowledge don't impact future buys specifically. A positive picture for the brand may help in building positive brand relationship and improved fulfillment and brand trust (Esch et al., 2006). Concerning a few

purchasers, when worth of cash spent on the brand is accomplished it makes long- term association with that particular brand. Brand affiliation fabricates long run clients to the firm. The brand may go about as social distinguishing proof and status representation for few customers, which helps in deciding solid purchaser brand connections (Rio et al., 2001).

2.5 Brand Loyalty

In purchaser brand connections, there are numerous grouping of client devotion, yet just two arrangements are usually utilized i.e. attitudinal devotion and behavioral loyalty. Retail chain customers are utilized to know how the impact of exchanging cost, consumer loyalty and corporate picture contrast in the two groupings of client devotion. By testing the two models, behavioral dedication improves better execution and no distinction is seen between consumer loyalty and corporate picture in attitudinal and behavioral measures of devotion. Up until this point, exchanging cost has indicated high impact on behavioral devotion as opposed to attitudinal loyalty (Shi, 2011). For creating brand loyalty, the brand understanding of the shopper is constantly favored. The brand encounter is additionally ordered into four measurements i.e. brand involvement, full of feeling brand understanding, intellectual mark understanding and behavioral brand involvement. A scale is controlled to measures these measurements in buyer brand connections. The brand encounter has additionally a behavioral impact, which improves brand loyalty through brand identity. The brand experience scale is additionally utilized for surveying and arranging customer behavior (Brakus et al., 2009). The part of attitudinal loyalty is exceptionally solid in the relationship of fulfillment and behavioral goals. On the off chance that a shopper feels fulfilled from a brand, he will dependably be prepared to give up any cost for that brand. A model is created which demonstrates that how attitudinal loyalty can be produced through fulfillment and how shopper's behavior goals can be judged. The satisfaction fills vacuum between attitudinal loyalty and behavioral loyalty (Jaiswal and Niraj, 2008). Two measures of attitudinal brand loyalty is tried i.e. customers desire to be brand loyal and attitude towards the demonstration of obtaining a particular brand or an item. There is no noteworthy relationship between these two measurements in business market, which demonstrates that they both are not under same idea but rather are two separate measures. Individual propensity to be

brand loyal cannot be judged in prevailing environment but attitude towards purchasing can be judged. (Benett and Thiele, 2001). Loyalty is measured in terms of both behavior and attitude both the measurements are well critical for measuring loyalty since buyer's responses. The marketers need to segment into two categories i.e. behavior and attitude (Benett and Bove, 2002). Through an experimental examination the estimations of loyalty are tried and approved. There is a difference between purchase inertia and being loyal which states that these two are different concepts. The loyalty measurements always lead to customer declarations that cannot be always same all the time (Odin et al., 2001).

2.6 Relationship between Brand Personality and Consumer Brand Relationship

In light of personal interviews with 51 luxury customers, the five luxury identity measurements were separated with 49 identity characteristics, (Heine, 2016). The outcomes demonstrated that buyers relate specific brand identity measurements with denim pants brands. Likewise, the different measurements of brand personality effects buyer satisfaction and customer brand loyalty (Su and Tong, 2016). This examination researched the estimation of brand personality among undergrad clients of cell phones. The distinct review strategy was received utilizing organized poll to gather information from 200 students of Babcock University, Nigeria. Aaker (1997) brand personality demonstrate was adjusted and utilized as premise to discover the brand personality credited to cell phone brands. Of the three most utilized cell phone brands among the students, Samsung is seen to have an energizing, tough and refined brand personality, Apple have an energizing, able and complex identity while Blackberry has an identity of roughness and ability (Ajilore and Anaeto 2016). The consequences of this examination demonstrate that the connection between brand personality and purchasers' identity are critical. It demonstrated that through the brands that customers utilized, the identity of the shoppers could be anticipated by the learning about brand personality (Anvari and Irum, 2015). The synchronization of the shopper's identity with that of the brand produces inside friendship and trust, pushing client esteem and in this manner prompting higher brand fulfillment and makes client dependability (Vahedi et al., 2014). The brand identity attributes of earnestness, fervor, and skill all have a solid, positive connection with buyer responsibility. Advancement indicates medium, positive connection with buyer responsibility and toughness demonstrates powerless, positive relationship

with shopper commitment (Hren and Crosby, 2013). The four measurements of brand personality, including genuineness, fitness, fervor, and refinement, have positive effect on customer fulfillment, which additionally builds shoppers' dependability toward brands. Buyer fulfillment is a key between that interfaces brand identity and brand reliability in organizations' Microblogs. In the event that customers see a brand with genuine, capable, energizing, and advanced identity qualities, at that point they will probably be fulfilled. Also, the measurement of earnestness is found to have the biggest effect on buyer fulfillment than other three measurements (Zhang et al., 2013). In the event that the organization needs to expand the positive informal exchange and to manage the positive brand picture the right target advertise for them is initially the client having the qualities of being efficient and persevering. The second significance ought to be given to outgoing individual and openness (Virani 2013). There is a noteworthy connection between brand personality and the clients' trust and sense of commitment regarding the brand. The makers ought to be straightforward and steadfast towards their clients with a specific end goal to build the unwavering quality of and responsibility regarding their own items (Fallahi and Nameghi, 2013). Brand experience positively and strongly influences consumer value, brand personality positively affects customer experiential value, and also influences brand personality (Keng et al., 2013). Brand advertising and communication programs encounter decidedly impacts client esteem, brand identity emphatically influences client experiential esteem, and brand encounter emphatically influences brand identity. It has been demonstrated that the person's identity directs the connection between promoting correspondence and view of brand identity being conveyed (Balaji and Raghvan, 2011). Client's loyalty can be reinforced or held by keeping in thought different factors through imparting a decent brand relationship by including the idea of brand personality, in this manner, improving the consumer relationship building with social and resource exchanges and consequently emphatically influencing the satisfaction of the consumer (Farhat and Khan, 2011). Loyalty is an impression of purchaser commitment and a statement of relationship and expression of association depth. The customer brand relationship strength is a determinant of customer personality, brand personality, partner quality that results in stronger customer brand relationship. Genuine brand devotion comes about when a shopper's scholarly and passionate association with a brand is adequate to confer that client to pay higher costs (Nobre et al., 2010). Consistency between brand personality and self-image is a critical idea which organizations should consider keeping in mind

the end goal to create and better deal with their image. The presence of a connection between the brand identity and the customer's self that empowers them to enhance or reinforce the mapping of their brands (Achouri and Bouslama, 2010).

2.7 Luxury Fashion Market

The Young wealthy class will be the significant power in Indian utilization over the next decade (Gonsalves, 2016). Understanding shopper interests can help luxury houses figure an online networking methodology that attempts to draw in and cooperate with lovers by staying up with the latest on brand happenings, services & products (Jain, 2016). The luxury fashion in India is accomplishing expanding perceivability with each passing year. With the high development rates of the Indian market contrasted with alternate nations and even the settled economies, it is just likely that enthusiasm for the Indian luxury market will increment in the near future. Luxury dependably impacts the clients because of their item quality, status and notoriety (Bothra, 2013). The idea of luxury is dependably an essential idea in brand administration, and assumed a critical part all through history. The luxury is taken as an indication of economic wellbeing in the general public. The development of extravagance showcase is expanding step by step. The legislature is taking their drive in the development of luxury advertise portion. The connection amongst HNI's and storage room shoppers likewise come into setting (Bothra, 2013). India is thought to be the quickest developing economies on the world. The normal monetary development rate is of 7.5% amid most recent couple of years. The nation is relied upon to be the world's greatest economy till 2050. An immense increment in imports of a wide range of items particularly appeals for European and American luxury items have been taken note. The significant push to luxury showcase was to the tune of 5.75 billion USD in 2010 and is anticipated to achieve facilitate 14.72 billion USD in 2015, (demonstrating a three time increment). Subsequently there is an awesome open door for luxury markets in India (Charriaud, 2013). India has encountered a positive increment in purchaser purchasing power since the 1990s. The Indian buyer is getting to be plainly wealthier step by step, as acquiring influence of an individual customer is expanding. As economy is developing, luxury section is additionally developing at its standard. Changing face of buyer esteem and inclinations are the most

troublesome perspective to understand for advertisers today (Kesari and Shrivastava, 2012). The luxury showcase has changed from its customary picture. The monetary and social measurement fundamentally impacts purchaser luxury esteems recognitions. The impact of financial, political and social elements expands the request of luxury merchandise. The customers buy extravagance merchandise that speak to his esteems at singular level or at referral assemble level. The distinctive arrangements of shoppers are having diverse mentalities of luxury products. For the most part luxury merchandise utilization relies on showing self, status, refinement, and achievement and to awe others (Weidmann et al. 2007).

Chapter-3

RESEARCH METHODOLOGY

This chapter represents details of research material and approaches used in the study. The first section explains the significance and need of the study. The second describes objectives of the study. The third section describes hypothesis of the study. The main methodological aspects of the research including sampling method, type of data, data collection, instrument development and administration etc. have been thoroughly explained in the fourth section of this chapter. The limitations and scope for further research has been included in the last section of the chapter.

3.1 Need and Significance of the Study

In today's era, only those companies will survive in the markets that have loyal customers and to attain them, many corporations are designing devotional programs to enhance their capital and name of the brand. The emotions enrich consumer loyalty. Hence vendors are classifying the position played by emotional dimensions for deeper consumer brand relationships.

The present study is an attempt to evaluate the relationship among brand personality, emotional aspects and attitudinal loyalty. The consumer feels extra faithful to, what he feels associated with, devoted to and loves it (Bowlby, 1979; Bauer et.al., 2007; Brakus and Zarantonello, 2009; Carroll and Ahuvia, 2006; Escalas and Bettman, 2005; Cheong, 2013; Hwang and Kandampully, 2012). Brand personality, generally referring to the human characteristics associated with a brand (Aaker, 1997), is a branding concept that explains a facet of branding dynamics (Batra et al., 1993; Kapferer, 1998; Upshaw, 1995; Keller, 2003). Brand personality performs as an actual consumer-organization communication tool. It permits a corporation to classify consumers' brand opinions (Punyatoya, 2010). The shoppers will eventually stay loyal to only those brands which signifies their identity, whom they feel passionately attached and for which they feel passionate love (Loureiro, 2011; Loureiro, 2013; Schmitt, 2012; Sirgy and Tidwell, 2008).

To address the existing gap in literature, there was a great need to discover the relationship between emotional aspects, brand personality and attitudinal loyalty in luxury fashion purchase.

Keeping this gap in mind the current study intends to add to existing the body of information in luxury fashion market

Given the relevance of the topic of brand personality and emotional aspects in luxury fashion purchase, the beneficiaries of this study will be brand managers, marketing managers, luxury brand marketers, academicians and research practioners who are interested in the relating their brands with the customers for longer time, and how luxury brands can retain their market in developing countries.

3.2 Objectives of the Study

The study is aimed at exploring in detail the following objectives with context to luxury fashion purchase:

- ✓ To study the relationship between a) brand personality & self-concept, b) brand personality & emotional attachment, c) brand personality & brand love and d) brand personality & attitudinal loyalty.
- ✓ To study the relationship between a) self-concept and attitudinal loyalty, b) emotional attachment and attitudinal loyalty, c) brand love and attitudinal loyalty
- ✓ To examine the perceived significance of brand personality and emotional aspects (brand love, emotional attachment and self- concept) and attitudinal loyalty in perspective of luxury fashion purchase.
- ✓ To measure the influence of brand personality on attitudinal loyalty.
- ✓ To measure the influence of emotional aspectson attitudinal loyalty.

First objective was to study the relationship among brand personality, emotional aspects and attitudinal brand loyalty i.e. brand personality and self-concept, brand personality and emotional attachment, brand personality and brand love and brand personality and attitudinal brand loyalty. Second objective was to study emotional aspects and attitudinal brand loyalty i.e. self-concept and attitudinal brand loyalty, emotional attachment and attitudinal brand loyalty and brand love and attitudinal brand loyalty. Third objective of this research was to examine perceived significance of emotional aspects, brand personality and attitudinal brand loyalty. In fourth and

the last objective the idea was to measure the influence of brand personality on emotional aspects and attitudinal brand loyalty.

3.3 Research Hypothesis

Luxury fashion marketplace proposes countless prospects to the marketers and relationship among brand personality, emotional aspects and attitudinal brand loyalty will help to connect with potential customers in the prevailing market, therefore it was hypothesized that:

Hypothesis H1: The relationship between brand personality and emotional aspects (emotional attachment, self-concept and brand love) is significant.

Hypothesis H2: The relationship between brand personality and attitudinal loyalty is significant.

Hypothesis H3: The relationship between emotional aspects (emotional attachment, self-concept and brand love) and attitudinal loyalty is significant.

Hypothesis H4: Brand personality has significant influence on attitudinal loyalty.

Hypothesis H5: Emotional Aspects has significant influence on attitudinal loyalty.

3.4 Research Design and Methodology

The research design has been outlined as a blue print of the research work that designates the draft for the methodology for data collection, the instrument of the research, the method of sampling and analysis etc, (Malhotra & Dash, 2014).

The Present study investigates three important aspects of brand management i.e. brand personality, emotional aspects and attitudinal loyalty. It focuses on understanding relationship of brand personality, emotional aspects and attitudinal loyalty in luxury fashion consumptions. The study uses both exploratory and descriptive designs.

3.4.1 Survey of Secondary Resources: Secondary data has been collected through previous research, articles, journals, web pages and magazines. Secondary data facilitated in identification

of all pertinent measurements of brand personality, emotional aspects and attitudinal brand loyalty during the purpose of designing the instrument, that was directed on the sample respondents to collect appropriate primary data for the research.

3.4.2 The Population of the Study: For the purpose of this study, top ten luxury fashion brands of India were considered i.e. Louis Vuitton, Hermes, Gucci, Prada, Rolex, Cartier, Chanel, Burberry, Coach and Fendi (Millward Brown Most Valuable Global Brands 2014). Delhi (State) capital of India, being one of the most promising diversified population using luxury fashion brands has been considered for present research.

3.4.3. Sample Size and Selection: A sample of around 1000 luxury consumers of luxury fashion brands was collected for the study. 100 respondents from each of the 10 brands were selected on the basis of quota sampling, convenience sampling followed by judgment sampling.

3.4.4 Research Instrument: A pre-tested, well-structured & undisguised questionnaire was used for directing cross sectional investigation. Questionnaire was distributed into following four parts:

Part I: It includes the preliminary questions related to brand ownership and usage pattern.

Q1: It includes Brand Ownership.

Q2: It includes Usage Pattern.

Q3: It includes Shopping Place.

Q4: It includes Purchase Pattern.

Q5: It includes Same Brand Usage.

Q6: It includes Factors Considered while Purchasing.

Q7: It includes Sources of Information.

Q8: It includes Factors stimulating Purchase.

Q9: It includes Family and Friends Preferences.

Part II: It comprises the questions connected to brand love, emotional attachment and self-concept and attitudinal loyalty constructs using seven point likert scales.

3.4.4.1 Self-concept: Self-concept alludes to the quantity to which the brand or an item communicates indispensable picture of shopper's mental self-portrait, characters and qualities (Fournier, 1998). Brands can be productive in reinforcing individual's characters (Swaminathan et al., 2007).

Table 3.1 Showing Self-Concept Statements

Sr.No	Statements
1.	This brand symbolizes the kind of person I really am.
2.	This brand reflects my personality
3.	This brand is an extension of my inner self.
4.	This brand mirrors the real me.
5.	This brand contributes to my image.
6.	This brand adds to a social 'role' I play.
7.	This brand has a positive impact on what others think of me.
8.	This brand improves the way society views me
9.	Purchasing luxury fashion brands can be noticed and admired by others.
10.	Many people buy luxury fashion brands to show off.
11.	Luxury fashion brands are symbol of social status.
12.	I see myself as a loyal customer of this brand.
13.	I would rather wait for others to try a new brand than try it myself.

3.4.4.2 Emotional Attachment: Enthusiastic connection began in relational connection theory (Bowlby, 1979) states that how much people are firmly joined to a man or to a brand decides their level of responsibility regarding the relationship and the level of acknowledgment associated with the relationship (Aron and Westbay, 1996; Collins and Read, 1990; Sternberg, 1987).

Table 3.2 Showing Emotional Attachment Statements

Sr.No	Statements
1.	I feel emotionally close to this brand.
2.	When I am with this brand, I am almost always in the same mood.
3.	I think that this brand and I am quite similar to each other.
4.	There is something almost ‘magical’ about my Relationship with this brand.
5.	I feel tender toward this brand.
6.	I experience great happiness with this brand.
7.	If I could never be with this brand, I would feel miserable.
8.	I find myself thinking about this brand frequently during the day.
9.	Sometimes I feel I can’t control my thoughts they are obsessively on the brand.
10.	If I were separated from this brand for a long time, I would feel intensely lonely.
11.	There is nothing more important to me than my relationship with the brand.
12.	I would feel deep despair if this brand left me
13.	I feel connected with this brand.
14.	There is a bond between me and this brand
15.	I feel emotionally attached with this brand.
16.	I am concerned with long-term outcomes in dealing with my main brand.
17.	People who are important to me have influence on my purchasing.
18.	I intend to prefer the brand I use for my future purchases
19.	I intend to buy my brand even if the other brands promise for better.
20.	I attain pleasure from the brands I am loyal towards.

3.4.4.3 Brand Love Brand love is the level of enthusiastic passionate connection; a fulfilled consumer has, for a specific exchange name or a brand name. While these thoughts are sufficiently legitimate, in spite of the fact that the contrast between brand love and passionate connection recognize the two develop: brand love shows the force of passionate reactions towards a question; while passionate connection does not really require such degree (Carroll and Ahuvia, 2006).

Table 3.3 Showing Brand Love Statements

Sr.No	Statements
1.	This is a wonderful brand.
2.	This brand makes me feel good.
3.	This brand is totally awesome.
4.	I have neutral feelings about this brand.
5.	This brand makes me very happy.
6.	I love this brand.
7.	I have no particular feelings about this brand.
8.	This brand is a pure delight.
9.	I am passionate about this brand.
10.	I am very attached to this brand
11.	I tell others positive things about the brand I use.
12.	I would rather stick with a brand I usually buy than try something I am not very sure of.
13.	If I like a brand I rarely switch from it just to try something different.

3.4.4.4 Attitudinal Loyalty: The role of attitudinal loyalty is very strong in the association of satisfaction and behavioral intentions. If a consumer feels satisfied from a brand, he will always be ready to sacrifice any price for that brand (Jaiswal and Niraj, 2008).

Table 3.4 Showing Attitudinal Loyalty Statements

Sr.No	Statements
1.	This is the only brand of this product that I will buy.
2.	When I go shopping, I don't even notice competing brands.
3.	If my store is out of this brand, I'll postpone buying or go to another store of the same brand.
4.	I'll 'do without' purchase rather than buying another brand.
5.	The reputation of this brand is a key factor in loyalty.
6.	I like the performance and features of this brand.

7.	I find the performance and features (quality) of this brand superior than the other brands.
8.	I prefer this brand to the other brands.
9.	I pay more for this brand than the other brands
10.	I recommend this brand to the others.
11.	I see myself as a loyal customer of this brand.
12.	I rarely take chances by buying unfamiliar brands even if it means sacrificing variety.
13.	I usually buy the same brand even if it provide only average quality
14.	My loyalty towards this brand increases when I am satisfied about that brand.

Part III: It comprises the questions associated to brand personality construct (Sincerity, Excitement, Competence, Sophistication and Ruggedness) using seven point likert scales.

3.4.4.5 Brand Personality: Brand personality is seeing the brand as a man and characterizing the attributes the brand has. It is critical for a brand to have an extraordinary identity. The brand identity acts as a passionate linkage between buyer and brands (Aaker, 1997).

Table 3.5 Showing Brand Personality Dimensions

Sr.No	Dimensions
1.	Sincerity (down-to-earth, honest, wholesome, cheerful) - Down-to-earth (down-to-earth, family-oriented, small-town) - Honest (honest, sincere, real) - Wholesome (wholesome, original) - Cheerful (cheerful, sentimental, friendly)
2.	Excitement (daring, spirited, imaginative, up-to-date) - Daring (daring, trendy, exciting) - Spirited (spirited, cool, young) - Imaginative (imaginative, unique) - Up-to-date (up-to-date, independent, contemporary)
3.	Competence (reliable, intelligent, successful)

	• Reliable (reliable, hard-working, secure) • Intelligent (intelligent, technical, corporate) • Successful (successful, leader, confident)
4.	Sophistication (upper class, charming) • Upper class (upper class, glamorous, good looking) • Charming (charming, feminine, smooth)
5.	Ruggedness (outdoorsy, tough) • Outdoorsy (outdoorsy, masculine, Western) • Tough (tough, rugged)

Part IV: It comprises the questions associated to demographic profile such as occupation, gender, age, qualification and income.

Q1: It includes area of respondents.

Q2: It includes age of respondents.

Q3: It includes occupation of respondents.

Q4: It includes education of respondents.

Q5: It includes family income of respondents.

3.4.5 Developing Instrument: The instrument utilized in this study was standardized but for detailed expertise and understanding detailed effort on literature review was done. Earlier review showed that emotional aspects comprise central goals in value experiences. Some review studies focused towards feelings of connection by all of a brand, perceptions of close feeling of the self to a brand (Fournier, 1998), and feeling compassionate for brand, (Carroll and Ahuvia, 2006; Fournier, 1998). Consumers strive to detail identity, over wearing and via branded products. Customer love towards well-known brands is valuable, since they educate a mind of self in those brands and calculate that those brands describe important aspects of their identity. Despite the availability of literature on consumer-brand relationships (Aron and Westbay, 1996; Fournier, 1998; Kleine et al., 1993; Hwang and Kandampully, 2012; Fournier, 2008; Schmitt, 2012; Swaminathan et al., 2007; Khare and Handa, 2009), the focus on empirical examination between self-concept and attitudinal brand loyalty remains inadequate till date. Standardized

scales on emotional attachment were adopted from Rubin(1970), Hatfield and Sprecher (1986), Thomson et al. (2005), and Sternberg (1986), while attitudinal brand loyalty scale was adopted from Kaynak, Salman, and Tatoglu(2008) and Carroll and Ahuvia (2006) and after thorough literature review (Loureiro,2013; Cheong, 2013; Xinting et.al.,(2013); Kesari &Srivastatava, 2012; Bouhlef et al., 2011; Senel, 2011; Loureiro, 2011; Rio et al., 2001)and expert surveys, new dimensions constituting constructs of attitudinal brandloyalty (Satisfaction, Brand Reputation, Brand Superiority,Performance and Features, , Brand Faith, Preference,Willingness to Pay, Brand Synchronization, BrandIntensity,Brand Endorsements,) were included to widen the scope of investigation. Furthermore standardized scales of self-concept were adapted fromSwaminathan *et al.* (2007), Carroll and Ahuvia (2006), as well as from (Loureiro,2013; Cheong, 2013; Xinting et al., 2013; Kesari and Shrivastawa,2012; Khan et al., 2012a; Bouhlef and Mzoughi, 2011; Senel, 2011; Loureiro, 2009; Khare and Handa, 2009; Esch & Schmitt, 2006; Esclas andBettman, 2005; Rio et al., 2001; Solomon, 1983) expert surveys, new dimensionsconstituting constructs of the self-concept (self-assessment,societal status admiration, showing off)were also included into research. Last but not the least brand personality scale containing 44 items was adapted from Aaker (1997).

At this phase in order to form face validity of the construct, these items were accessible to academicians in field of management so that one can be sure of that what we are measuring is what we think we are measuring. After finalizing the items, these items were scaled in order to signify magnitudes of attributes (Malhotra & Dash, 2014). Seven point Likert scale was employed to the items used in questionnaire used for the study. The next step was pre-testing of initial questionnaire. For clarity and ease of response, a pilot study was conducted in which the instrument was administered on the 10% of the respondents. This is how the final Instrument was developed for the use in study.

3.4.6. Reliability and Validity of the Instrument:One study quoted that marketing researchers rarely assess the reliability and much less the validity of their measures (Heeler, R. M & Michael, 1972). Researcher must routinely measure the accuracy so as to produce accurate and consistent results. In the present study validity and reliability of the scale was measured.

Face Validity also known as apparent validity of the instrument indicates that the instrument appears to be valid to the reader. Since the validity of the instrument goes much beyond the appearance, so content validity of instrument was also undertaken.

In the present study, multiple items for the questionnaire were developed that characterized the four objectives under study. The content & face validity was done by extensive review of the relevant literature. Later these items were presented to seven academicians for evaluation. They rated each item for its consistency with respective opinion being sought and also recommended additional items for the inclusion.

The reliability of the questionnaire was measured using statistical package for social sciences based on the responses collected from 10 percent of the sample understudy.

Table 3.6 Showing Value of Cronbach's Alpha's

Cronbach's value	Cronbach's Alpha Based on Standardized Items	No. of Items
.888	.899	101

The survey was initiate to be both valid and reliable and was subsequently administered to the respondents.

3.4.7 Sample Description: The detailed to demographics were as follows:

Table 3.7 Showing Demographic Description

Categories	Sub categories	Frequency	% age
1. Gender	Male	450	45%
	Female	550	55%
2. Area	Urban	600	60%
	Semi-Urban	400	40%

3. Age	18-30 yrs	450	45%
	31-40 yrs	200	20%
	41-50 yrs	280	28%
	51 and above	70	7%
4. Occupation	Service	321	32.1%
	Business	340	34%
	Student	200	20%
	Self-employed	139	13.9%
5. Qualification	Under matric	57	5.7%
	Matric	72	7.2%
	Senior Secondary	150	15%
	Graduation	600	60%
	PG	121	12.1%
6. Family Income	Below 4lacs:	100	10%
	4lacs-8lacs	250	25%
	8lacs-12lacs	290	29%
	12lacs and above	360	36%

3.5 Construct Validation

The study developed a theoretical model to study the influence of emotional aspects and brand personality on attitudinal brand loyalty. To confirm whether the following construct: self-concept, emotional attachment, brand love, sincerity, excitement, sophistication, competence, ruggedness, measures attitudinal brand loyalty or not, Confirmatory factor analysis was used. Confirmatory factor analysis (CFA) was conducted by using AMOS Statistical Software Package version 22. The method adopted in CFA was maximum likelihood extraction to estimate the CFA model. Various goodness -of-fit measures can be produced by CFA by which a model can be evaluated. CFA is the base of measurement modeling in SEM. In CFA model, path diagrams are displayed, where square represent observed variables where as circles represented latent variables. In CFA, double-headed arrows represent covariance between two latent variables and direction of causal influence among observed single headed arrows represent variables. The importance of CFA is to determine whether the model specified is identified or not. CFA has been used for validating the constructs.

3.5.1 Validation of Self-Concept Scale

In order to validate the self-concept scale, the process involves the use of the confirmatory analysis by utilizing Maximum Likelihood Estimation method. Self-concept construct consists of thirteen items: s1, s2, s3, s4, s5, s6, s7, s8, s9, s10, s11, s12, s13 with error terms ranging from e1 to e13.

Table 3.8 Showing Model Fit Indices for Self-Concept Scale

S. No	RMR	GFI	AGFI	CFI	RMSEA	χ^2	Df	p-Value	NCS (χ^2/df)
Default Model	0.013	0.979	0.946	0.980	0.086	6.428	2	0.040	3

From the above table, it is clear that there were thirteen items in the model. The self-concept scale achieved threshold level of the parameters: RMR (0.013) which is close to 0, GFI is 0.979 and CFI is 0.980 whereas CFI is close to 0.95 or equal to 1 then the model is reasonably good fit. All these model indice fall in the acceptance criterion and indicated that the model is good fit.

Therefore, all the items were retained for final scale with high regression weights and Cronbach's alpha as shown in table 3.9 below:

Table 3.9 Reliability and Factor Loading

Construct	Items	Loadings	Cronbach's Alpha
Self-concept	S1	.889	.889
	S2	.890	
	S3	.887	
	S4	.886	
	S5	.888	
	S6	.888	
	S7	.888	
	S8	.887	
	S9	.887	
	S10	.888	
	S11	.887	
	S12	.886	
	S13	.887	

From above table it is evident that, the standardized regression weights of the final items are high and the reliability is also high. Hence, the final validated scale remained with all items and is significant at p value.

3.5.2 Validation of Brand Love Scale

There were total of 13 items measuring brand love construct. The constructs: b1, b2, b3, b4, b5, b6, b7, b8, b9, b10, b11, b12, and b13 with error terms ranging from e1 to e13 were used to test the scale for fitness of good and are shown in table 3.10 below:

Table 3.10 Showing Model Fit Indices for Brand Love Scale

S. No	RMR	GFI	AGFI	CFI	RMSEA	χ^2	Df	p-Value	NCS (χ^2/df)
Default Model	0.056	0.969	0.795	0.947	0.199	25.731	12	0.000	2.09

From the above table, it is clear that the values of parameters: GFI, AGFI, RMR, CFI, RMSEA and Normed chi-square were up to mark .It means all the items come under the acceptance region. The model is significant at p value.

The brand love scale achieved threshold level of the parameters: RMR (0.056) which is close to 0, GFI value is 0.969 which is above the 0.90 and CFI is also equals to 0.947 whereas CFI is close to 0.90 then the model is reasonably good fit. All theses model indices fall in the acceptance criterion and indicated that the model is good fit. Therefore, all the items were retained for final scale with high regression weights and Cronbach's alpha as shown in table 3.11 below:

Table 3.11 Reliability and Factor Loading

Construct	Items	Loadings	Cronbach's Alpha
Brand Love	B1	.886	.887
	B2	.885	
	B3	.885	
	B4	.885	
	B5	.885	
	B6	.886	
	B7	.885	
	B8	.886	
	B9	.885	
	B10	.886	
	B11	.886	
	B12	.886	
	B13	.887	

It is evident that, the standardized regression weights of the final items are high and the reliability is also high. Hence, the final validated scale remained with thirteen items and is significant at p value.

3.5.3 Validation of Emotional Attachment Scale

There were 20 statements in emotional attachment construct upon which CFA was used. In order to validate the emotional attachment scale, the process involves the use of the confirmatory factor analysis (CFA). Emotional attachment construct consists of twenty items i.e., ea1, ea2, ea3, ea4, ea6, ea7, ea8, ea9, ea10, ea11, ea12, ea13, ea14, ea15, ea16, ea17, ea18, ea19, and ea20 with error terms ranging from e1 to e20.

Table 3.12 Showing Model Fit Indices for Emotional Attachment Scale

S. No	RMR	GFI	AGFI	CFI	RMSEA	χ^2	Df	p-Value	NCS (χ^2/df)
Default Model	0.12	0.945	0.725	0.973	0.747	26.2	2	0.000	13.1

From the above it can be interpreted that the values of all the parameters are up to the mark of threshold level. The parameters GFI, CFI, RMR and RMSEA were up to the expected mark of the threshold, the value of RMR (0.12), which is near to zero, GFI (0.945) that is close to 0.9 and CFI (0.973) that is also close to 0.9 so these parameters fall in the acceptance region. All theses model indices fall in the acceptance criterion and indicated that the model is good fit. Therefore, all the items were retained for final scale with high regression weights and Cronbach's alpha as shown in table no. 3.13

Table 3.13 Reliability and Factor Loading

Construct	Items	Loadings	Cronbach's Alpha
Emotional Attachment	EA 1	.885	.886
	EA 2	.885	
	EA 3	.885	
	EA 4	.885	
	EA 5	.885	

	EA 6	.886	
	EA 7	.885	
	EA 8	.885	
	EA 9	.885	
	EA 10	.885	
	EA 11	.885	
	EA 12	.885	
	EA 13	.886	
	EA 14	.885	
	EA 15	.886	
	EA 16	.886	
	EA 17	.885	
	EA 18	.886	
	EA 19	.884	
	EA 20	.885	

From the above table, it is clear that items have high regression weights and reliability is also high. Hence, the scale is validated with three items and is significant at p value.

3.5.4 Validation of Sincerity Scale

The scale managing sincerity was primarily tested with eleven items including: si1, si2, si3, si4, si5, si6, si7, si8, si9, si10, and si11 with error ranging from e1 to e11. Confirmatory factor analysis was used for all the eleven items in the scale. Next, the psychometric properties of the sincerity scale were measured using Normed chi-square (NCS), which can be calculated by the formula.

Table 3.14 Showing Model Fit Indices for Sincerity Scale

S. No	RMR	GFI	AGFI	CFI	RMSEA	χ^2	Df	p-Value	NCS (χ^2/df)
Default Model	0.040	0.918	0.729	0.946	0.233	61.937	25	0.000	2.47

From above table, 3.14 it can be interpreted that values of the parameters of the model were only upon the satisfactory level. The parameters RMR, GFI, CFI were up to the expected mark of the threshold having values RMR (0.040) which is close to 0, GFI (0.918) is close to 0.9, CFI (0.946) which is close to 0.9 these parameters fall in the acceptance region and significant at p value (0.000). So far the other values are concerned: AGFI, RMSEA were also close to the threshold level and were considered to be satisfactory. NCS (χ^2/df) was significant at p value (0.000). Therefore, the scale of sincerity is validated and leads to goodness of fit.

Table 3.15 Reliability and Factor Loading

Construct	Items	Loadings	Cronbach's Alpha
Sincerity	Down to earth	.889	.889
	Family oriented	.889	
	Small town	.889	
	Honest	.890	
	Sincere	.889	
	Real	.889	
	Wholesome	.889	
	Original	.889	
	Cheerful	.889	
	Sentimental	.890	
	Friendly	.890	

From above table the standardized regression weights of the final items are high and the reliability is also high. Hence, the final validated scale remained with eleven items and is significant at p value.

3.5.5 Validation of Excitement Scale

There were total of eleven items measuring the excitement scale .The following constructs are e1, e2, e3, e4, e5, e6, e7, e8, e9, e10, and with following error terms ranging from e1 to e11. The psychometric properties of perceived benefits scale were assessed using Normed chi-square

(NCS) which can be calculated by the formula. CFA was used to test the scale for fitness of good.

Table 3.16 Showing Model Fit Indices for Excitement Scale

S. No	RMR	GFI	AGFI	CFI	RMSEA	χ^2	Df	p-value	NCS (χ^2/df)
Default Model	0.022	0.924	0.668	0.951	0.337	65.982	29	0.000	2.27

From above table, it is clear that value of parameters GFI, AGFI, CFI and RMSEA all come under the acceptance range and matching the marked threshold levels. Normed chi-square is up to the mark.

Table 3.17 Reliability and Factor Loading

Construct	Items	Loadings	Cronbach's Alpha
Excitement	Daring	.889	.899
	Trendy	.889	
	Exciting	.889	
	Spirited	.889	
	Cool	.889	
	Young	.889	
	Imaginative	.889	
	Unique	.889	
	Up to date	.890	
	Independent	.890	
	Contemporary	.890	

From above table, the standardized regression weights of the final items are high and the reliability is also high. Hence, the final validated scale remained with three items and is significant at p value.

3.5.6 Validation of Competence Scale

There are nine dimensions in competence scale upon which confirmatory factor analysis was used. In order to validate the competence scale, the process involved the use of the (CFA) by utilizing Maximum Likelihood estimation method. Competence scale consists of 9 items i.e., c1, c2, c3, c4, c5, c6, c7, c8, and c9 with the error terms ranging from e1 to e9

The psychometric properties of the competence scale were assessed using Normed chi square (NCS), which can be calculated by the formula. The threshold value for χ^2/df should be less than 3. The values of GFI and CFI should be over or equal to 0.90. While as the values of RMSEA should be close to 0, represents a good fit.

Table 3.18 Showing Model Fit Indices for Competence Scale

S. No	RMR	GFI	AGFI	CFI	RMSEA	χ^2	Df	p-value	NCS (χ^2/df)
Default Model	0.038	0.887	0.690	0.925	0.228	82.950	25	0.000	3.3

The above table 3.18 shows the first stage of CFA, which shows that the Normed chi-square (3.3) is almost at the threshold level. The value of CFI is at the threshold level. The competence scale has achieved a threshold level of the parameters: RMR is 0.038 which is close to zero, GFI is 0.887 almost at the threshold level and CFI is 0.925 under the acceptance level then the model has a reasonably good fit. All model indices fall in the acceptance criterion and indicated that the model has a good fit. Therefore all the items were retained for final scale with high regression weights and Cronbach's alpha as shown in table.

Table 3.19 Reliability and Factor Loading

Construct	Items	Loadings	Cronbach's Alpha
Competence	Reliable	.890	.890
	Hardworking	.889	
	Secure	.889	
	Intelligent	.889	
	Technical	.889	

	Corporate	.888	
	Successful	.888	
	Leader	.889	
	Confident	.889	

3.5.7 Validation of Sophistication Scale

There were six items in the sophistication scale and (CFA) was used to check whether the statements of this scale are the measure of brand personality or not. The initial scale consists of following items so1, so2, so3, so4, so5 and so6 with error terms ranging from e1 to e6.

The psychometric properties of the sophistication scale were assessed using Normed chi-square (NCS), which can be calculated by the formula.

Table 3.20 Showing Model Fit Indices for Sophistication Scale

S. No	RMR	GFI	AGFI	CFI	RMSEA	χ^2	Df	p-Value	NCS (χ^2/df)
Default Model	0.011	0.989	0.956	0.970	0.096	6.378	2	0.040	3.189

The above table 3.20 shows that the values of RMR are matching the threshold level it is near to zero. The values of GFI and CFI were also to the satisfactory level.

Table 3.21 Reliability and Factor Loading

Construct	Items	Loadings	Cronbach's Alpha
Sophistication	Upper-class	.889	.889
	Glamorous	.890	
	Good-looking	.889	
	Charming	.890	
	Feminine	.889	

	Smooth	.889	
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From above table 3.21, it can be interpreted that the factor loadings of all items are high and the Cronbach's alpha value of three items are also high which indicated that the above scale is valid and hence validated the model.

3.5.8 Validation of Ruggedness Scale

The scale managing ruggedness was primarily tested with five items including: r1, r2, r3, r4, r5 and with error ranging from e1 to e5. Confirmatory factor analysis was used for all the eleven items in the scale. Next, the psychometric properties of the sincerity scale were assessed using Normed chi-square (NCS), which can be calculated by the formula.

Table 3.22 Showing Model Fit Indices for Ruggedness Scale

S. No	RMR	GFI	AGFI	CFI	RMSEA	χ^2	Df	p-Value	NCS (χ^2/df)
Default Model	0.030	0.917	0.729	0.926	0.233	61.937	25	0.000	2.47

From above table 3.22 it can be interpreted that values of some of the parameters of the model were only upon the satisfactory level. The parameters RMR, GFI, CFI were up to the expected mark of the threshold having values RMR (0.030) which is close to 0, GFI (0.917) is close to 0.9, CFI (0.926) which is close to 0.9 these parameters fall in the acceptance region and significant at p value (0.000). So far the other values are concerned: AGFI, RMSEA were also close to the threshold level and were considered to be satisfactory. NCS (χ^2/df) was significant at p value (0.000). Therefore, the scale of ruggedness is validated and leads to goodness of fit.

Table 3.23 Reliability and Factor Loading

Construct	Items	Loadings	Cronbach's Alpha
Ruggedness	Outdoorsy	.889	.889
	Masculine	.889	
	Western	.889	

	Tough	.889	
	Rugged	.889	

3.5.9 Validation of Attitudinal Brand Loyalty Scale

The scale managing attitudinal brand loyalty was primarily tested with eleven items including: al1, al2, al3, al4, al5, al6, al7, al8, al9, al10, al11, al12 and al13 with error ranging from e1 to e13. Confirmatory factor analysis was used for all the thirteen items in the scale. Next, the psychometric properties of the sincerity scale were assessed using Normed chi-square (NCS) which can be calculated by the formula.

Table 3.24 Showing Model Fit Indices for Attitudinal Brand Loyalty Scale

S. No	RMR	GFI	AGFI	CFI	RMSEA	χ^2	Df	p-Value	NCS (χ^2/df)
Default Model	0.021	0.945	0.827	0.986	0.233	62.937	25	0.000	2.51

From above table 3.24 it can be interpreted that values of some of the parameters of the model were upon the satisfactory level. The parameters RMR, GFI, CFI were up to the expected mark of the threshold having values RMR (0.021) which is close to 0, GFI (0.945) is close to 0.9, CFI (0.986) which is close to 0.9 these parameters fall in the acceptance region and significant at p value (0.000). So far the other values are concerned: AGFI, RMSEA were also close to the threshold level and were considered to be satisfactory. NCS (χ^2/df) was significant at p value (0.000). Therefore, the scale of attitudinal brand loyalty is validated and leads to goodness of fit.

Table 3.25 Reliability and Factor Loading

Construct	Items	Loadings	Cronbach's Alpha
Attitudinal brand loyalty	AL1	.886	.887
	AL2	.885	
	AL3	.886	
	AL4	.885	

	ALG5	.886	
	ALG6	.886	
	ALG7	.887	
	ALG8	.887	
	ALG9	.886	
	ALG10	.886	
	ALG11	.886	
	ALG12	.886	
	ALG13	.886	

From above table it is evident that, the standardized regression weights of the final items are high and the reliability is also high. Hence, the final validated scale remained with all items and is significant at p value.

3.6 Limitation of the Study

The Present research study has been carried out under limitations of time and other resources. Through broad review of literature an effort to assimilate all obtainable literature was made, yet understanding may have been reserved by the visualization of researcher.

1. With the beginning of more & more luxury brands incoming India, there will be additional options proposed to the buyers; therefore buying luxury brand can swing brand loyalty.
2. The other limitation of the study is with respect to the generalizability of the results. The data gathered for purposefulness of research is from state of Delhi only, so the results cannot be simplified entirely to other places.
3. The luxury definition could be different among the shoppers as it fluctuates with time, ritual, culture and condition.

3.7 Scope for Future Research

1. The luxury market and consumers both are evolving; the luxury description will be wider over a period of time. The future scope should include other Metro cities. Metro cities are showing marvelous progress in devoting money in luxury designer brands. It would be great to know how consumers in the other metros would react to the similar in a given period of time.
2. This investigation has taken overall top ten luxury brands, but there are lot of abundant brands which will enter India steadily. This study is presently limited to few luxury brands, which currently exist in India.
3. The young generation expending on smart phones and social media will play an important role in determining the prominence and loyalty of the brands.
4. The study could be more precise regarding any one of the luxury commodities such as luxury watches, jewelry or apparels.

Chapter-4

ANALYSIS OF RELATIONSHIP BETWEEN A) BRAND PERSONALITY AND EMOTIONAL ASPECTS & B) BRAND PERSONALITY AND ATTITUDINAL LOYALTY

In this chapter detailed analysis of relationship among brand personality and self- concept; brand personality and emotional attachment; brand personality and brand love; brand personality and attitudinal loyalty was performed through correlation and regression analysis. The finding shows that there is a optimistic & strong relationship between all these aspects. Brand personality is seeing the brand as a man and characterizing the attributes the brand has. It is critical for a brand to have an extraordinary identity. The brand identity acts as a passionate linkage between buyer and brands. Brand identity, refers to the individual personalities associated with the brand (Aaker, 1997). The shopper demonstrates trustworthiness to, what he feels associated commonly or joined to (Bowlby, 1979). The connection between a brand and customers is met to perform positive results for both the brand and the shoppers. Shoppers appear connections, seeing brands as accomplices. Brands are adapted in the brains of shoppers and, as a result, expand representative implications and socio-social esteems, which go past the utilitarian advantages.

4.1 Correlation between Brand Personality and Self-Concept

Table 4.1 Showing Correlation Coefficients& Mean

Variables	Mean	Std. Deviation	Correlation Coefficients
BP	3.6445	.71203	.852
SC	3.5899	.66724	

Explanation: The matrix shows that the paired correlation between the brand personality and self-concept is above than 0.70. The matrix shows that there is a favorable correlation between brand personality & self-concept.

4.1.1 Regression Analysis

Brand personality is a dependent variable and Self-Concept is an independent variable.

Table 4.2 Showing Analysis of Regression

R Square	Adjusted R square	F value	Sig.
.736	.735	629.781	.000

Explanation:

Table 4.2 shows analysis of regression with F value (629.7) sig $0.00 < 0.05$, F Value is 629.7; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. there is a linear association among the variables. 73% of the variations in brand personality are explained by self-concept.

Table 4.3 Showing Coefficients of Regression

Model	Unstandardized Coefficients Beta	T	Sig.
Constant	.826	7.253	.000
SC	.797	27.216	.000

Table 4.3 shows regression coefficients with T (27.216) $= 0.000 < 0.05$. T Value for this measurement is 27.216; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. The self-concept has positive and significant relationship with brand personality, which shows that self-concept, builds strong brand personality, which furthermore motivates a consumer to buy a particular brand again and again. The self-concept can act as a bonding between brand and a consumer.

4.2 Correlation between Brand Personality and Emotional Attachment

Table 4.4 Showing Correlation Coefficients& Mean

Variables	Mean	Std. Deviation	Correlation Coefficients
BP	3.7444	.61703	
EA	3.5999	.55634	
			.857

Explanation: The matrix shows that the paired correlation between the brand personality and emotional attachment is above than 0.70, which states that there is a favorable correlation between brand personality & emotional attachment

4.2.1 Regression Analysis

Brand Personality is a dependent variable & Emotional Attachment is an Independent variable

Table 4.5 Showing Analysis of Regression

R Square	Adjusted R square	F value	Sig.
.627	.626	527.871	.000

Explanation:

Table 4.5 shows analysis of regression with F value (527.8), value of F is 527.8; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. there is a linear association between the variables. 62% of the variations in brand personality are explained by emotional attachment.

Table 4.6 Showing Coefficients of Regression

Model	Unstandardized Coefficients Beta	T	Sig.
Constant	.733	7.145	.000
EA	.627	24.216	.000

Table 4.6 shows regression coefficients with $T(24.216) = 0.000 < 0.05$. Value of T for this measurement is 24.216; value of p is 0.000 and the level of significance is 0.05, which exceeds the p value. The emotional attachment has positive and significant relationship with brand personality, which shows that emotional attachment, builds strong brand personality, which furthermore motivates a consumer to buy a particular brand again and again

4.3 Correlation between Brand Personality and Brand Love

Table 4.7 Showing Correlation Coefficients & Mean

Variables	Mean	Std. Deviation	Correlation Coefficients
BP	3.7856	.71234	.872
BL	3.7838	.65745	

Explanation: The matrix shows that the paired correlation between the brand personality & brand love is above than 0.70, which shows that there is a favorable correlation between brand personality & brand love.

4.3.1 Regression Analysis

Brand Personality is dependent variable and Brand Love is an Independent variable

Table 4.8 Showing Analysis of Regression

R Square	Adjusted R square	F value	Sig.
.616	.615	512.691	.000

Explanation:

Table 4.8 shows analysis of regression with F value (512.6), Value of F is 512.6; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. there is a linear association between the variables. 61% of the variations in brand personality are explained by brand love.

Table 4.9 Showing Coefficients of Regression

Model	Unstandardized Coefficients Beta	T	Sig.
Constant	.744	7.163	.000
BL	.687	27.126	.000

Table 4.9 shows regression coefficients, $T (27.126) = 0.000 < 0.05$. Value of T for this measurement is 27.126; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis. The brand love has positive and significant relationship with brand personality.

4.4 Correlation between Brand Personality and Attitudinal Brand Loyalty

Table 4.10 Showing Correlation Coefficients & Mean

Variables	Mean	Std. Deviation	Correlation Coefficients
BP	3.9445	.77899	
AL	3.8999	.66534	
			.894

Explanation: The matrix shows that the paired correlation between the brand personality & attitudinal brand loyalty is above than .70, which states that there is a favorable correlation between brand personality & attitudinal brand loyalty.

4.4.1 Regression Analysis

Dependent variable is Attitudinal Brand Loyalty and Independent variable is Brand Personality

Table 4.11 Showing Analysis of Regression

R Square	Adjusted R square	F value	Sig.
.826	.825	640.891	.000

Explanation:

Table 4.11 shows analysis of regression, F value (640.8), Value of F is 640.8; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. there is a linear association between the variables. 82% of the variations in brand personality are explained by attitudinal brand loyalty.

Table 4.12 Showing Coefficients of Regression

Model	Unstandardized Coefficients Beta	T	Sig.
Constant	.822	8.34	.000
BP	.767	25.226	.000

Table 4.12 shows regression coefficients, T (25.226). Value of T for this measurement is 25.226; value of p is 0.000 and the significance level is 0.05, which surpasses the p value. The attitudinal brand loyalty has positive and significant relationship with brand personality.

4.5 Discussion and Implications

- The results show that the association between brand personality and emotional aspects is significant which states that while combining the personality aspects with emotional aspects the marketers can easily connect consumers with the brands which retains loyal customers for the longer time and it directly benefits the goodwill of the company.
- The manufacturers should be honest and loyal towards their customers in order to increase the reliability of and commitment to their own products.
- When the pictures exposed in the advertising will directly link to the consumer's personality, the consumers will straightforwardly get familiar to the brand name.
- Emotional intimacy can only be outstretched when purchaser starts comparing their personality with that of the brand.
- By resembling the brand with the personality of the purchaser, the companies can get good benefit out of it.

- By presenting kindness and gentleness to the consumers, the marketers can definitely make positive and strong associations with customers.
- Now-a-days customers are shifting to those brands, which are sincere in living up to an assertion that something is true about the brand I, use.
- “Brands that never lie about who they are, and what they are made of”. In other words, only those customers whose personality trait matches with that of the brand trait mostly use brands, which are trustworthy, transparent and honest.
- Attitude of the customers towards brands changes day by day. Customers will not feel satisfied, until they feel joyous, playful and cheerful. The more graceful the products will the more customers will enjoy wearing or using it.
- Some brands are used as family oriented brands, as customers trust only those brands because their family member was already using it.
- Usually consumers trust brands because of their originality. They only want those products, which are authentic, actual and veritable. Rolex products are as real as they show.
- Consumers always carry sentiment for a particular brand they use to which they are loyal too. Vendors create sentiments in the mind of the consumers through advertisement that shows product more deeply.
- Customers stick to only those brands, which create uniqueness and excitement in the mind of the consumer. Being excited towards particular products needs lot of urge. For
- Consumers perceive that some brands, which are daring, imaginative and adventurous, will boost their personality in the society.
- Consumer behavior is a changing pattern, customers only want those products, which are always up-to-date. In the changing era no one wants to be in back date. A customer shows loyalty to only that brands that always give their fresh and latest products to the customers.
- Trends vary day by day, so marketers need to focus on trends to retain their loyal and new customers.
- Some consumers generally want to look cool in the society. By keeping this in mind, the marketers should use latest collections of the brands to attract those customers.

- Unique product attracts only those customers who have unique choices. Some brands give uniqueness in their product, which will ultimately give tough competition to other brands.
- Brands, which are consistently good in quality or performance and able to be trusted, are more reliable than any other brands.
- Customer brand loyalty depends upon the accomplishment of desired aim of the brand.
- The brand full of energy and commitment will catch more loyalty than any other brand.
- The brand, which is safe while using, will itself create loyalty in the mind of the consumer.
- The brand that gives a corporate look to the customer, the customer will stick to that brand because by using that brand, the customer will act as a single entity in the whole group.
- When a consumer feels confident while wearing particular brands, their attitude positively enhances towards that brand.
- A customer always wants to feel good in the society, so they always focus on upper-class products because it shows their social image more deeply.
- The good-looking aspect of brand personality is very important because customer perception is to look good than others.
- The brand, which basically manufactures for the female segment, gives a feminine aspect in the mind of the female consumer.
- The brand or a product, which is traditionally associated with men, must be masculine in nature in order to maintain them.
- As people are more concerned with eco-friendly products, so marketers should design products, which are eco-friendly in nature, and it will serve society too.
- Sometimes customers use only that brand which gives them security and assurance of wearing.
- The competence of brand depends upon the efficiency of the product. Customers usually prefer successful brands in comparison to other brands.
- The brands must be creative and visionary. The more imaginative the product is, the more customers it will attract.

Chapter-5

ANALYSIS OF RELATIONSHIP BETWEEN EMOTIONAL ASPECTS AND ATTITUDINAL BRAND LOYALTY

In this chapter detailed analysis of relationship among self-concept and attitudinal loyalty; emotional attachment and attitudinal brand loyalty and brand love and attitudinal loyalty was performed through correlation and regression analysis. The finding shows that there is a positive association between emotional aspects and attitudinal brand loyalty. The shopper demonstrates trustworthiness to, what he feels associated commonly or joined to (Bowlby, 1979). The connection between a brand and customers is met to perform positive results for both the brand and the shoppers. The enthusiastic relationship amongst consumers and brands has emerged as another field of branding. Emotional aspects are the level of enthusiastic passionate connection; a fulfilled consumer has, for a specific exchange name or a brand name. While these thoughts are sufficiently legitimate, in spite of the fact that the contrast between brand love and passionate connection recognize the two develop: brand love shows the force of passionate reactions towards a question; while passionate connection does not really require such degree (Carroll and Ahuvia, 2006).

5.1 Correlation between Self-Concept And Attitudinal Brand Loyalty

Table 5.1 Showing Correlation Coefficients & Mean

Variables	Mean	Std. Deviation	Correlation Coefficients
AL	3.6345	.72203	.852
SC	3.6899	.66734	

Explanation: The matrix shows that the paired correlation between the attitudinal brand loyalty & self-concept is above than .70, which states that there is a favorable correlation between self-concept & attitudinal brand loyalty.

5.1.1 Regression Analysis

Attitudinal brand loyalty is Dependent variable & Self-Concept is an Independent variable

Table 5.2 Showing Analysis of Regression

R Square	Adjusted R square	F value	Sig.
.627	.625	589.818	.000

Explanation:

Table 5.2 shows analysis of regression analysis, F value (589.8), Value of F is 189.8; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. there is a linear association between the variables. 62% of the variations in self-concept is explained by attitudinal brand loyalty.

Table 5.3 Showing Regression Coefficients

Model	Unstandardized Coefficients Beta	T	Sig.
Constant	1.465	6.889	.000
SC	.751	21.671	.000

Table 5.3 shows regression coefficients with T (21.671) = 0.000 < 0.05. Value of T for this measurement is 21.671 the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. self-concept has significant influence on attitudinal brand loyalty.

5.2 Correlation between Emotional Attachment and Attitudinal Brand Loyalty

Table 5.4 Showing Correlation Coefficients&Mean

Variables	Mean	Std. Deviation	Correlation Coefficients
AL	3.7977	.72203	.872
EA	3.8977	.67734	

Explanation: The correlation matrix shows that the paired correlation between the emotional attachment & attitudinal brand loyalty is above than .70, which states that there is a favorable correlation between emotional attachment & attitudinal brand loyalty.

5.2.1 Regression Analysis

Attitudinal brand loyalty is a Dependent variable & Emotional Attachment is an Independent variable

Table 5.5 Showing Analysis of Regression

R Square	Adjusted R square	F value	Sig.
.828	.827	740.781	.000

Explanation:

Table 5.5 shows analysis of regression analysis, F value (740.7) = 0.00 < 0.05, Value of F is 740.7; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. there is a linear association between the variables. 82% of the variations in emotional attachment are explained by attitudinal brand loyalty.

Table 5.6 Showing Coefficients of Regression

Model	Unstandardized Coefficients Beta	T	Sig.
Constant	.922	8.263	.000
EA	.887	26.136	.000

Table 5.6 shows regression coefficients, $T (26.136) = 0.000 < 0.05$. Value of T for this measurement is 26.136; value of p is 0.000 and the significance level is 0.05, which surpasses the p value. The emotional attachment has significant relationship with attitudinal brand loyalty.

5.3 Correlation between Brand Love and Attitudinal Brand Loyalty

Table 5.7 Showing Correlation Coefficients & Mean

Variables	Mean	Std. Deviation	Correlation Coefficients
AL	3.7856	.71234	.872
BL	3.7838	.65745	

Explanation: The matrix shows that the paired correlation between the brand love & attitudinal brand loyalty is above than .70, which states that there is a favorable correlation between brand love & attitudinal brand loyalty

5.3.1 Regression Analysis

Attitudinal brand loyalty is a Dependent variable & Brand Love is an Independent variable

Table 5.8 Showing Analysis of Regression

R Square	Adjusted R square	F value	Sig.
.616	.615	530.691	.000

Explanation:

Table 5.8 shows analysis of regression analysis, F value (530.6) = 0.00 < 0.05, Value of F is 530.6; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. there is a linear association between the variables. 61% of the variations in brand love is explained by attitudinal brand loyalty.

Table 5.9 Showing Coefficients of Regression

Model	Unstandardized Coefficients Beta	T	Sig.
Constant	.744	7.253	.000
BL	.687	24.126	.000

Table 5.9 shows regression coefficients, T (24.126) = 0.000 < 0.05. Value of T for this measurement is 24.126; value of p is 0.000 and the significance level is 0.05, which surpasses the p value. The brand love has significant relationship with attitudinal brand loyalty.

5.4 Discussions and Implications

- As per the findings there is a optimistic and significant association between emotional aspects and attitudinal loyalty. Now a days, Luxuries are now being needs for people with each passing day, because people desires to improve their living styles and by the consumption of luxury products they can satisfied their self-concept by having a better social gratitude from the society.
- The analysis concludes that Emotional attachment has significant relationship with attitudinal loyalty, which assists in predicting future consumer brand responses with the brand.
- By delivering special gifts to the devoted and latest customers, the marketers can win worthy achievement out of it.
- If a shopper feels outstanding, it further leads to preferably purchase of the related brand.
- The marketers prefer to strengthen their love by all of the customers at the hand of proximity, which will result the marketers to direct the customers' emotions.

- The store design plays a pertinent part in creating an idea and achieving preferred attachment by all of customers.
- When the pictures discovered in the advertising will concern the concerned audience with the emotional appeal, the customers will get straightforwardly close to the brand name.
- marketers should categorize the super convenience store according to product excellence and preference.
- Thoughtful afterwards sales services to bounce soon make magical affair by the whole of the clients who would further uphold in long term connections.
- To retain brand exclusivity, marketers desire to address one-self to write his experiential opinion about brand, which further leads to extraordinary trade experience generating favorable attachment towards that brand.
- Mood similarity can be examined through online surveys, which displays that customers execute approximately similar virtual feelings around time.
- By turning the spotlight on gentleness and sensitivity on the customers, the marketers can doubtlessly make prosperous and convinced relations by the whole of customers that are for the compassion of the company.
- To increase more gratitude and involvement from the shopper, the marketers need to plan discounts, gift-cards, and coupons, which will help to attain customer attention. These characteristics go a long way in establishing the attitudinal brand loyalty and emotional attachment.
- The marketers must also intensify on actual perception of the consumers, when the customer gets similar idea when a well known person is using the particular brand over the time, it will raise the value of company image in the eyes of the customers and one shopper will absolutely work for convinced choice of definition of mouth for the company.
- When the pictures exposed in the promotion would serve the self-image of the customers; the closeness by the entire brand determined will be recognized.
- By turning the spotlight on compassion and gentleness to the customers, the marketers can decidedly make prosperous and positive relations with customers beneficial for the appearance of the company.

- By conforming to the brand image by the entire shopper urgently, the marketers can soon generate hype benefits out of it.
- To develop greater acknowledgment and advocacy from the shopper, the marketers need to have a passion to plan discounts, assistance cards, coupons etc. together what is coming to gain attention from the consumers.
- Brand in a class all by itself behavior differs from shopper to customer significantly, so marketers should share the convenience store according to product excellent availability.
- The channels of distribution are intended to be widened, which will increase brand availability to retain closeness of the brand with the customers, enhancing favorable attitudinal loyalty.
- The marketers have a passion for empathizing company's self instantly to the consumers to form stronger associations.
- Marketers prefer to use their brand uniqueness unconditionally to target consumers, in terms to make pertinent blissful appeals, as a substitute than exclusively tentative marketing tactic.
- Emotional calls on promoting will also urge attitudinal brand loyalty between the customers.
- Effective Communications frequently cause would-be consumers to imagine product ownership, which may result in improved product assessments.
- The companies should make their brands symbols more sound, so that they can make place in the mind of the consumer. When a consumer relates his/her self with the brand he definitely works for positive word of mouth for the company.
- Once the consumer starts relating their self with the brand, they automatically start building positive brand preference for the services and products, and they will manage to retain and hold their likings for that particular brand for longer period.
- Now a days, consumer buy personality not products, they buy only that product that matches their personality, as perceived significance of self-image is high, so marketers should focus on making that products their reflects individual personality.
- If a brand mirrorizes a person's self, the consumer feels their self more attached to the brand.

- Many consumers think that brands must indicate their social role and perceived significance for this dimension is also high, so company should keep this in mind for building stronger consumer brand relationship.
- Luxury fashion products are used as a symbol of social prestige, so marketers should need to test the choices and tastes of consumers according to latest trend or style in the society.
- When a person feels worthy by using the brand, he automatically starts loving the brand, which will help the company to retain its worthy customers.
- The perceived significance of awesomeness dimension found significant in luxury fashion purchase, which means, the consumer only called a brand as an awesome brand when he actually starts following it and loving it.
- When a consumer feels comfortable or happy wearing a brand, the society starts following that brand, which is a good influence for the company.
- If a consumer feels passionate about the brand, he will not leave the brand even if he is not satisfied from the brand, so marketers should need to design that type of products or brands that will make their consumers feel passionate feeling about the brand.
- The consumers normally stick only to that brand of which they are loyal towards rather than to try something different, the marketer should enhance their loyalty programs to further penetrate into luxury market.

Chapter-6

EXAMINING THE PERCEIVED SIGNIFICANCE OF BRAND PERSONALITY, EMOTIONAL ASPECTS (EMOTIONAL ATTACHMENT, SELF-CONCEPT AND BRAND LOVE) AND ATTITUDINAL LOYALTY IN CONTEXT OF LUXURY FASHION PURCHASE.

Brand loyalty is a customer's fondness to purchase a specific brand in a product class. It happens in light of the fact that customers see that the brand offers the correct item highlights, pictures or level of value at the correct cost. This supposition turns into the establishment for another purchasing propensity. Fundamentally, customers at first will influence a trial to buy of the brand and after fulfillment, tend to shape propensities and keep obtaining a similar brand in light of the fact that the item is sheltered and natural. A few specialists have contended that consistency must be measured in a mix of attitudinal and Behavioral measurements. Such examinations have portrayed that brand loyalty is a result of rehash buy conduct and an outcome of multi-dimensional intellectual states of mind toward a particular brand.

6.1 Perceived Significance of Emotional Attachment

The plaintiffs were asked to rate twenty measurements of emotional attachment on seven point likert scale. Z test was applied here and hypotheses framed were as follows:

Table 6.1 Showing Hypotheses

Sr.No	HYPOTHESES	ASSERTIONS
HI	H0	<i>Proximity (Emotional Attachment) is not a significant dimension for luxury fashion customers.</i>
HII	H0	<i>Mood similarity (Emotional Attachment) is not a significant dimension for luxury fashion customers.</i>
IIII	H0	<i>Resemblance aspect (Emotional Attachment) is not a significant</i>

		<i>dimension for luxury fashion customers.</i>
HIV	H0	<i>Magical relationship (emotional attachment) is not a significant dimension for luxury fashion customers.</i>
HV	H0	<i>Tenderness (emotional attachment) is not a significant dimension for luxury fashion customers.</i>
HVI	H0	<i>Happiness (Emotional Attachment) is not a significant dimension for luxury fashion customers.</i>
HVII	H0	<i>Dependence (Emotional Attachment) is not a significant dimension for luxury fashion customers.</i>
HVIII	H0	<i>Involvement (Emotional Attachment) is not a significant dimension for luxury fashion customers.</i>
HIX	H0	<i>Impulsiveness (Emotional Attachment) is not a significant dimension for luxury fashion customers.</i>
HX	H0	<i>Departure effect (Emotional Attachment) is not a significant dimension for luxury fashion customers.</i>
HXI	H0	<i>Association (Emotional Attachment) is not a significant dimension for luxury fashion customers.</i>
HXII	H0	<i>Brand Curiosity (Emotional Attachment) is not a significant dimension for luxury fashion customers.</i>
HXIII	H0	<i>Connection (Emotional Attachment) is not a significant dimension for luxury fashion customers.</i>

HXIV	H0	<i>Bond (Emotional Attachment) is not a significant dimension for luxury fashion customers.</i>
HXV	H0	<i>Emotional feeling (Emotional Attachment) is not a significant dimension for luxury fashion customers.</i>
HXVI	H0	<i>Deep nexus (Emotional Attachment) is not a significant dimension for luxury fashion customers.</i>
HXVII	H0	<i>Referral influence (Emotional Attachment) is not a significant dimension for luxury fashion customers.</i>
HXVIII	H0	<i>Future Orientation (Emotional Attachment) is not a significant dimension for luxury fashion customers.</i>
HXIX	H0	<i>Brand comparison (Emotional Attachment) is not a significant dimension for luxury fashion customers.</i>
HXX	H0	<i>Loyalty effect (Emotional Attachment) is not a significant dimension for luxury fashion customers.</i>

Table 6.2 Showing One Sample Z Statistic

Dimensions	Mean	Z-Value	Sig. (2-tailed)	SD	Standard Error of Mean
Proximity	4.70	46.213	.000	1.505	.048
Mood similarity	4.71	48.649	.000	1.437	.045
Resemblance	4.66	46.217	.000	1.479	.047

Magical Relationship	4.60	47.033	.000	1.415	.045
Tenderness	5.13	60.846	.000	1.366	.043
Happiness	4.67	50.138	.000	1.366	.043
Dependence Effect	4.89	49.008	.000	1.542	.049
Involvement	4.84	51.200	.000	1.442	.046
Impulsiveness	4.92	52.034	.000	1.470	.046
Departure Effect	4.64	45.881	.000	1.473	.047
Association	4.70	45.246	.000	1.540	.049
Brand Curiosity	4.74	49.649	.000	1.429	.045
Connection	4.67	49.178	.000	1.395	.044
Bond	4.63	49.429	.000	1.365	.043
Emotional Feeling	4.68	48.550	.000	1.418	.045
Deep Nexus	4.67	50.246	.000	1.363	.043
Referral Influence	5.22	64.090	.000	1.340	.042
Future Orientation	4.53	47.461	.000	1.355	.043
Brand Comparison	5.08	54.667	.000	1.495	.047
Loyalty Effect	5.12	62.920	.000	1.316	.042

(At 0.05 Level of Significance)

Proximity

Z Value for this dimension is 46.2 with mean value of 4.70; value of p is 0.000 and the significance level is 0.05 which surpasses the p value thus, rejecting the null hypothesis in favor of alternative hypothesis i.e. Proximity aspect (Emotional Attachment) is a significant dimension for luxury fashion customers.

Mood Similarity

Mood Similarity aspect (Emotional Attachment) is a significant dimension for luxury fashion customers with the Z Value 48.6, mean value of 4.71; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Resemblance

Resemblance aspect (Emotional Attachment) is a significant dimension for luxury fashion customers with the Z Value 46.2, mean value of 4.66; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Magical Relationship

Magical relationship aspect (Emotional Attachment) is a significant dimension for luxury fashion customers. Z Value for this dimension is 47.0 with mean value of 4.60; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Tenderness

Tenderness aspect (Emotional Attachment) is a significant dimension for luxury fashion customers. Z Value for this dimension is 60.8 with mean value of 5.13; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Happiness

Happiness aspect (Emotional Attachment) is a significant dimension for luxury fashion customers. Z Value for this dimension is 50.1 with mean value of 4.67; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Dependence Effect

Dependence Effect aspect (Emotional Attachment) is a significant dimension for luxury fashion customers. Z Value for this dimension is 49.0 with mean value of 4.89; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Involvement

Involvement aspect (Emotional Attachment) is a significant dimension for luxury fashion customers. Z Value for this dimension is 51.2 with mean value of 4.84; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Impulsiveness

Impulsiveness aspect (Emotional Attachment) is a significant dimension for luxury fashion customers. Z Value for this dimension is 52.0 with mean value of 4.92; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Departure Effect

Departure Effect aspect (Emotional Attachment) is a significant dimension for luxury fashion customers. Z Value for this dimension is 45.8 with mean value of 4.64; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Association

Association aspect (Emotional Attachment) is a significant dimension for luxury fashion customers. Z Value for this dimension is 45.2 with mean value of 4.70; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Brand Curiosity

Brand Curiosity aspect (Emotional Attachment) is a significant dimension for luxury fashion customers. Z Value for this dimension is 49.6 and Mean value of 4.74; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Connection

Connection aspect (Emotional Attachment) is a significant dimension for luxury fashion customers. Z Value for this dimension is 49.1 with mean value of 4.67; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Bond

Bond aspect (Emotional Attachment) is a significant dimension for luxury fashion customers. Z Value for this dimension is 49.4 with mean value of 4.63; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Emotional Feeling

Emotional Feeling aspect (Emotional Attachment) is a significant dimension for luxury fashion customers. Z Value for this dimension is 48.5 with mean value of 4.68; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Deep Nexus

Deep Nexus aspect (Emotional Attachment) is a significant dimension for luxury fashion customers. Z Value for this dimension is 50.2 with mean value of 4.67; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Referral Influence

Referral Influence aspect (Emotional Attachment) is a significant dimension for luxury fashion customers. Z Value for this dimension is 64.0 with mean value of 5.22; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Future Orientation

Future Orientation aspect (Emotional Attachment) is a significant dimension for luxury fashion customers. Z Value for this dimension is 47.4 with mean value of 4.53; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Brand Comparison

Brand Comparison aspect (Emotional Attachment) is a significant dimension for luxury fashion customers. Z Value for this dimension is 54.6 with mean value of 5.08; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Loyalty Effect

Loyalty Effect aspect (Emotional Attachment) is a significant dimension for luxury fashion customers. Z Value for this dimension is 62.9 with mean value of 5.12; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

6.2 Perceived Significance of Attitudinal Brand Loyalty

The respondents were requested to rate fourteen dimensions of attitudinal brand loyalty on seven point Likert scale. Z test was applied here and hypotheses framed were as follows:

Table 6.3 Showing Hypotheses

Sr.No	Hypotheses	Assertions
HI	H0	<i>Brand Stickiness (Attitudinal Loyalty) is not a significant dimension for luxury fashion customers.</i>
HII	H0	<i>Deep Connect (Attitudinal Loyalty) is not a significant dimension for luxury fashion customers.</i>

HIII	H0	<i>Endless Affinity (Attitudinal Loyalty) is not a significant dimension for luxury fashion customers.</i>
HIV	H0	<i>Brand Passion (Attitudinal Loyalty) is not a significant dimension for luxury fashion customers.</i>
HV	H0	<i>Brand reputation (Attitudinal Loyalty) is not a significant dimension for luxury fashion customers.</i>
HVI	H0	<i>Performance and Feature (Attitudinal Loyalty) is not a significant dimension for luxury fashion customers.</i>
HVII	H0	<i>Brand Superiority (Attitudinal Loyalty) is not a significant dimension for luxury fashion customers.</i>
HVIII	H0	<i>Preference (Attitudinal Loyalty) is not a significant dimension for luxury fashion customers.</i>
HIX	H0	<i>Willingness to Pay (Attitudinal Loyalty) is not a significant dimension for luxury fashion customers.</i>
HX	H0	<i>Brand endorsement (Attitudinal Loyalty) is not a significant dimension for luxury fashion customers.</i>
HXI	H0	<i>Brand Synchronization (Attitudinal Loyalty) is not a significant dimension for luxury fashion customers.</i>
HXII	H0	<i>Brand Faith (Attitudinal Loyalty) is not a significant dimension for luxury fashion customers.</i>
HXIII	H0	<i>Brand Intensity (Attitudinal Loyalty) is not a significant dimension for luxury fashion customers.</i>
HXIV	H0	<i>Satisfaction (Attitudinal Loyalty) is not a significant dimension for luxury fashion customers.</i>

Table 6.4 One Sample Z Statistic

Dimensions	Mean	Z-Value	Sig. (2-tailed)	SD	Standard Error of Mean
Brand Stickiness	4.61	58.949	.000	1.132	.036

Deep Connect	4.60	56.802	.000	1.166	.037
Endless Affinity	4.75	60.789	.000	1.173	.037
Brand Passion	4.46	52.525	.000	1.177	.037
Brand Reputation	4.49	62.221	.000	1.012	.032
Performance and Features	4.46	63.695	.000	.976	.031
Brand Superiority	4.42	60.873	.000	.998	.032
Preference	4.16	59.884	.000	.878	.028
Willingness to Pay	4.56	62.448	.000	1.041	.033
Brand Endorsements	4.67	61.808	.000	1.111	.035
Brand Synchronization	4.52	61.266	.000	1.045	.033
Brand Faith	4.45	55.487	.000	1.110	.035
Brand Intensity	4.39	55.444	.000	1.080	.034
Satisfaction	4.16	59.884	.000	.878	.028

(At 0.05 Level of Significance)

Brand Stickiness

Brand stickiness aspect (Attitudinal Brand Loyalty) is a significant dimension for luxury fashion customers. Z Value for this dimension is 58.9 with mean value of 4.61; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Deep Connect

Deep connect aspect (Attitudinal Brand Loyalty) is a significant dimension for luxury fashion customers. Z Value for this dimension is 56.8 with mean value of 4.60; the significance level is

0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Endless Affinity

Endless affinity aspect (Attitudinal Brand Loyalty) is a significant dimension for luxury fashion customers. Z Value for this dimension is 60.789 with mean value of 4.75; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Brand Passion

Brand Passion aspect (Attitudinal Brand Loyalty) is a significant dimension for luxury fashion customers. Z Value for this dimension is 52.5 with mean value of 4.46; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Brand Reputation

Brand reputation aspect (Attitudinal Brand Loyalty) is a significant dimension for luxury fashion customers. Z Value for this dimension is 62.2 with mean value of 4.49; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Performance and Features

Performance and features aspect (Attitudinal Brand Loyalty) is a significant dimension for luxury fashion customers. Z Value for this dimension is 63.6 with mean value of 4.46; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Brand Superiority

Brand superiority aspect (Attitudinal Brand Loyalty) is a significant dimension for luxury fashion customers. Z Value for this dimension is 60.8 with mean value of 4.42; the significance

level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Preference

Preference aspect (Attitudinal Brand Loyalty) is a significant dimension for luxury fashion customers. Z Value for this dimension is 59.8 with mean value of 4.16; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Willingness to Pay

Willingness to pay aspect (Attitudinal Brand Loyalty) is a significant dimension for luxury fashion customers. Z Value for this dimension is 62.4 with mean value of 4.56; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Brand Endorsements

Brand endorsements aspect (Emotional Attachment) is a significant dimension for luxury fashion customers. Z Value for this dimension is 61.8 with mean value of 4.67; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Brand Synchronization

Brand synchronization aspect (Attitudinal Brand Loyalty) is a significant dimension for luxury fashion customers. Z Value for this dimension is 61.2 with mean value of 4.52; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Brand Faith

Brand Faith aspect (Emotional Attachment) is a significant dimension for luxury fashion customers. Z Value for this dimension is 55.4 with mean value of 4.45; the significance level is

0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Brand Intensity

Brand intensity aspect (Attitudinal Brand Loyalty) is a significant dimension for luxury fashion customers. Z Value for this dimension is 55.44 with mean value of 4.39; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

Satisfaction

Satisfaction aspect (Attitudinal Brand Loyalty) is a significant dimension for luxury fashion customers. Z Value for this dimension is 59.8 with mean value of 4.16; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis.

6.3 Perceived Significance of Self-Concept

The plaintiffs were asked to rate thirteen measurements of self-concept on seven-point likert scale. Z test was applied here and hypotheses framed were as follows:

Table 6.5 Showing Hypotheses

Sr.No	HYPOTHESES	Assertions
HI	H0	<i>Self-Synchronization (Self-Concept) is not a significant dimension for luxury fashion customers.</i>
HII	H0	<i>Reflection (Self-Concept) is not a significant dimension for luxury fashion customers.</i>
IIII	H0	<i>Extension (Self-Concept) is not a significant dimension for luxury fashion customers.</i>
HIV	H0	<i>Real image (Self-Concept) is not a significant dimension for luxury fashion customers.</i>
HV	H0	<i>Contribution (Self-Concept) is not a significant dimension for luxury fashion customers</i>

HVI	H0	<i>Social role (Self-Concept) is not a significant dimension for luxury fashion customers</i>
HVII	H0	<i>Optimistic influence (Self-Concept) is not a significant dimension for luxury fashion customers</i>
HVIII	H0	<i>Enhancement (Self-Concept) is not a significant dimension for luxury fashion customers</i>
HIX	H0	<i>Admiration (Self-Concept) is not a significant dimension for luxury fashion customers</i>
HX	H0	<i>Show-off (Self-Concept) is not a significant dimension for luxury fashion customers</i>
HXI	H0	<i>Societal status (Self-Concept) is not a significant dimension for luxury fashion customers</i>
HXII	H0	<i>Self-Assessment (Self-Concept) is not a significant dimension for luxury fashion customers</i>

Table 6.6 Showing One Sample Statistics & Sample Test

Dimensions	Mean	Z-Value	Sig. (2-tailed)	SD	Standard Error of Mean
Self-synchronization	5.44	74.897	.000	1.241	.039
Reflection	5.07	65.040	.000	1.249	.039
Extension	4.81	57.471	.000	1.269	.040
Real image	4.79	55.417	.000	1.307	.041
Contribution	4.75	56.806	.000	1.251	.040
Social role	4.72	55.042	.000	1.273	.040
Optimistic influence	4.76	57.298	.000	1.246	.039
Enhancement	4.63	55.821	.000	1.209	.038
Admiration	4.69	51.200	.000	1.354	.043
Show off	4.74	53.915	.000	1.313	.042

Societal status	4.70	55.343	.000	1.259	.040
Self-Assessment	4.82	56.748	.000	1.292	.041

Self-Synchronization

Z Value for this dimension is 74.8 with Mean value is 5.44; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Self-synchronization aspect (Self-Concept) is a significant dimension for luxury fashion customers.

Reflection

Z Value for this dimension is 65.0 with Mean value is 5.07; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. reflection aspect (Self-Concept) is a significant dimension for luxury fashion customers.

Extension

Z Value for this dimension is 57.4 with Mean value is 4.81; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. extension aspect (Self-Concept) is a significant dimension for luxury fashion customers.

Real Image

Z Value for this dimension is 55.417 with Mean value is 4.79; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Real image aspect (Self-Concept) is a significant dimension for luxury fashion customers.

Contribution

Z Value for this dimension is 56.8 with Mean value is 4.75; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of

alternate hypothesis i.e. Contribution aspect (Self-Concept) is a significant dimension for luxury fashion customers.

Social Role

Z Value for this dimension is 55.0 with Mean value is 4.72; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. social role aspect (Self-Concept) is a significant dimension for luxury fashion customers.

Optimistic Influence

Z Value for this dimension is 57.2 with Mean value is 4.76; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Positive influence aspect (Self-Concept) is a significant dimension for luxury fashion customers.

Enhancement

Z Value for this dimension is 55.8 with Mean value is 4.63; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Improvement aspect (Self-Concept) is a significant dimension for luxury fashion customers.

Admiration

Z Value for this dimension is 51.2 with Mean value is 4.69; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. admiration aspect (Self-Concept) is a significant dimension for luxury fashion customers.

Show-Off

Z Value for this dimension is 53.9 with Mean value is 4.74; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of

alternate hypothesis i.e. show-off aspect (Self-Concept) is a significant dimension for luxury fashion customers.

Societal Status

Z Value for this dimension is 55.3 with Mean value is 4.70; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Social status aspect (Self-Concept) is a significant dimension for luxury fashion customers.

Self-Assessment

Z Value for this dimension is 56.7 with Mean value is 4.82; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Brand Commitment aspect (Self-Concept) is a significant dimension for luxury fashion customers.

6.4 Perceived Significance of Brand Love

The plaintiffs were asked to rate thirteen measurements of brand love on seven point likert scale.

Z test was applied here and hypotheses framed were as follows:

Table 6.7 Showing Hypotheses

Sr.No	HYPOTHESES	ASSERTIONS
HI	H0	<i>Marvelous aspect (Brand Love) is not a significant dimension for luxury fashion customers.</i>
HII	H0	<i>Friendly aspect (Brand Love) is not a significant dimension for luxury fashion customers.</i>
IIII	H0	<i>Impressive aspect (Brand Love) is not a significant dimension for luxury fashion customers.</i>
HIV	H0	<i>Objectivity aspect (Brand Love) is not a significant dimension for luxury fashion customers.</i>

HV	H0	<i>Cheerful aspect (Brand Love) is not a significant dimension for luxury fashion customers.</i>
HVI	H0	<i>Warmth aspect (Brand Love) is not a significant dimension for luxury fashion customers.</i>
HVII	H0	<i>Resentment aspect (Brand Love) is not a significant dimension for luxury fashion customers.</i>
HVIII	H0	<i>Fascination aspect (Brand Love) is not a significant dimension for luxury fashion customers.</i>
HIX	H0	<i>Vigorous aspect (Brand Love) is not a significant dimension for luxury fashion customers.</i>
HX	H0	<i>Closeness aspect (Brand Love) is not a significant dimension for luxury fashion customers.</i>
HXI	H0	<i>Enthusiastic aspect (Brand Love) is not a significant dimension for luxury fashion customers.</i>
HXII	H0	<i>Brand Commitment aspect (Brand Love) is not a significant dimension for luxury fashion customers.</i>
HXIII	H0	<i>Identical aspect (Brand Love) is not a significant dimension for luxury fashion customers.</i>

Table6.8 Showing One Sample Statistics & Sample Test

Dimensions	Mean	Z-Value	Sig. (2-tailed)	SD	Standard Error of Mean
Marvelous	4.92	53.796	.000	1.423	.045
Friendly	4.82	65.710	.000	1.116	.035
Impressive	4.80	62.023	.000	1.172	.037
Objectivity	4.84	54.083	.000	1.369	.043
Cheerful	4.66	56.283	.000	1.215	.038
Warmth	4.64	60.270	.000	1.124	.036
Resentment	4.49	47.487	.000	1.327	.042

Fascination	4.57	53.623	.000	1.220	.039
Vigorous	4.74	48.294	.000	1.469	.046
Closeness	4.77	53.379	.000	1.347	.043
Enthusiastic	4.42	58.645	.000	1.038	.033
Brand Commitment	4.38	56.650	.000	1.047	.033
Identical	3.56	46.455	.000	1.1	.073

(At 0.05 Level Of Significance)

Marvelous

Z Value for this dimension is 53.7 with Mean value is 4.92; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Marvelous aspect (Brand Love) is a significant dimension for luxury fashion customers.

Friendly

Z Value for this dimension is 65.7 with Mean value is 4.82; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Friendly aspect (Brand Love) is a significant dimension for luxury fashion customers.

Impressive

Z Value for this dimension is 62.0 with Mean value is 4.80; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Impressive aspect (Brand Love) is a significant dimension for luxury fashion customers.

Objectivity

Z Value for this dimension 54.0 with Mean value is 4.84; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Objectivity aspect (Brand Love) is a significant dimension for luxury fashion customers.

Cheerful

Z Value for this dimension is 56.2 with Mean value is 4.66; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Cheerful aspect (Brand Love) is a significant dimension for luxury fashion customers.

Warmth

Z Value for this dimension is 60.2 with Mean value is 4.64 the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Warmth aspect (Brand Love) is a significant dimension for luxury fashion customers.

Resentment

Z Value for this dimension is 47.4 with Mean value is 4.49; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Resentment aspect (Brand Love) is a significant dimension for luxury fashion customers.

Fascination

Z Value for this dimension is 53.6 with Mean value is 4.57; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Fascination aspect (Brand Love) is a significant dimension for luxury fashion customers.

Vigorous

Z Value for this dimension is 48.2 with Mean value is 4.74; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Vigorous aspect (Brand Love) is a significant dimension for luxury fashion customers.

Closeness

Z Value for this dimension is 53.3 with Mean value is 4.77; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Closeness aspect (Brand Love) is a significant dimension for luxury fashion customers.

Enthusiastic

Z Value for this dimension is 58.6 with Mean value is 4.42; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. enthusiastic aspect (Brand Love) is a significant dimension for luxury fashion customers.

Brand Commitment

Z Value for this dimension is 56.6 Mean values is 4.38; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Brand Commitment aspect (Brand Love) is a significant dimension for luxury fashion customers.

Identical

Z Value for this dimension is 46.5 with Mean value is 4.26; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Identical aspect (Brand Love) is a significant dimension for luxury fashion customers.

6.5 Perceived Significance of Brand Personality

The plaintiffs were asked to rate forty-one measurements of brand personality on seven point likert scale. Z test was applied here and hypotheses framed were as follows:

Table 6.9 Showing Hypotheses

Sr.No	HYPOTHESES	ASSERTIONS
HI	H0	<i>Down to earth (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HII	H0	<i>Family oriented (Brand personality) is not a significant dimension for luxury fashion customers.</i>
IIII	H0	<i>Small town (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HIV	H0	<i>Honest (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HV	H0	<i>Sincere (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HVI	H0	<i>Real (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HVII	H0	<i>Wholesome (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HVIII	H0	<i>Original (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HIX	H0	<i>Cheerful (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HX	H0	<i>Sentimental (Brand personality) is not a significant dimension</i>

		<i>for luxury fashion customers.</i>
HXI	H0	<i>Friendly (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXII	H0	<i>Daring (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXIII	H0	<i>Trendy (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXIV	H0	<i>Exciting (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXV	H0	<i>Spirited (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXVI	H0	<i>Cool (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXVII	H0	<i>Young (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXVIII	H0	<i>Imaginative (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXIX	H0	<i>Unique (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXX	H0	<i>Up-to-Date (Brand personality) is not a significant dimension for luxury fashion customers.</i>

HXXI	H0	<i>Independent (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXXII	H0	<i>Contemporary (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXXIII	H0	<i>Reliable (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXXIV	H0	<i>Hard working (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXXV	H0	<i>Secure (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXXVI	H0	<i>Intelligent (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXXVII	H0	<i>Technical (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXXVIII	H0	<i>Corporate (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXXIX	H0	<i>Successful (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXXX	H0	<i>Leader (Brand personality) is not a significant dimension for luxury fashion customers.</i>

HXXXI	H0	<i>Confident (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXXXII	H0	<i>Upper class (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXXXIII	H0	<i>Glamorous (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXXXIV	H0	<i>Good looking (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXXXV	H0	<i>Charming (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXXXVI	H0	<i>Feminine (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXXXVII	H0	<i>Outdoorsy (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXXXVIII	H0	<i>Masculine (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXXXIX	H0	<i>Western (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXXXX	H0	<i>Tough (Brand personality) is not a significant dimension for luxury fashion customers.</i>
HXXXXI	H0	<i>Rugged (Brand personality) is not a significant dimension for</i>

		<i>luxury fashion customers.</i>
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Table 6.10 Showing One Sample Z Statistic

Dimensions	Mean	Z-Value	Sig. (2-tailed)	SD	Standard Error of Mean
Down To Earth	2.54	.850	.000	1.487	.047
Family Oriented	4.78	60.024	.000	1.201	.038
Small Town	4.56	48.599	.000	1.343	.042
Honest	4.67	46.005	.000	1.492	.047
Sincere	4.58	51.550	.000	1.278	.040
Real	4.53	51.183	.000	1.255	.040
Wholesome	4.34	42.978	.000	1.355	.043
Original	4.29	42.124	.000	1.344	.042
Cheerful	2.68	3.855	.000	1.493	.047
Sentimental	3.51	18.983	.000	1.682	.053
Friendly	3.06	10.875	.000	1.634	.052
Daring	2.63	2.584	.000	1.640	.052
Trendy	4.89	67.104	.000	1.124	.036
Exciting	4.69	53.663	.000	1.290	.041
Spirited	4.73	48.052	.000	1.470	.046
Cool	4.58	52.575	.000	1.251	.040
Young	4.49	50.784	.000	1.237	.039
Imaginative	4.37	45.394	.000	1.300	.041
Unique	4.36	47.084	.000	1.250	.040
Up To Date	2.59	1.901	.000	1.431	.045
Independent	3.33	15.756	.000	1.658	.052
Contemporary	2.92	7.974	.000	1.658	.052
Reliable	3.10	11.877	.000	1.592	.050

Hardworking	4.09	37.612	.000	1.336	.042
Secure	4.52	46.133	.000	1.382	.044
Intelligent	4.46	47.031	.000	1.319	.042
Technical	3.05	10.995	.000	1.579	.050
Corporate	3.66	24.064	.000	1.520	.048
Successful	3.27	15.281	.000	1.602	.051
Leader	3.20	14.089	.000	1.571	.050
Confident	3.01	9.772	.000	1.641	.052
Upper-class	3.24	14.506	.000	1.615	.051
Glamorous	3.03	10.138	.000	1.659	.052
Good-looking	4.85	66.371	.000	1.122	.035
Charming	2.78	5.492	.000	1.595	.050
Feminine	4.46	51.376	.000	1.204	.038
Smooth	4.87	62.664	.000	1.195	.038
Outdoorsy	3.53	20.574	.000	1.579	.050
Masculine	3.30	15.186	.000	1.656	.052
Western	3.29	15.397	.000	1.623	.051
Tough	3.06	10.574	.000	1.687	.053
Rugged	4.90	70.010	.000	1.084	.034

(At 0.05 Level of Significance)

Down to Earth

Z Value for this dimension is 10.8 with mean value of 2.54; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. down to earth(*Brand personality*) is a significant dimension for luxury fashion customers.

Family Oriented

Z Value for this dimension is 60.0 with mean value of 4.78; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of

alternate hypothesis i.e. Family oriented (*Brand personality*) is a significant dimension for luxury fashion customers.

Small town

Z Value for this dimension is 48.5 with mean value of 4.56; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Small town (*Brand personality*) is a significant dimension for luxury fashion customers.

Honest

Z Value for this dimension is 46.0 and mean value of 4.67; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Honest (*Brand personality*) is a significant dimension for luxury fashion customers.

Sincere

Z Value for this dimension is 51.5 with mean value of 4.58; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Sincere (*Brand personality*) is a significant dimension for luxury fashion customers.

Real

Z Value for this dimension is 51.1 with mean value of 4.53; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Real (*Brand personality*) is a significant dimension for luxury fashion customers.

Wholesome

Z Value for this dimension is 42.9 with mean value of 4.34; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of

alternate hypothesis i.e. Wholesome (*Brand personality*) is a significant dimension for luxury fashion customers.

Original

Z Value for this dimension is 42.1 with mean value of 4.29; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Original (*Brand personality*) is a significant dimension for luxury fashion customers.

Cheerful

Z Value for this dimension is 3.855 with mean value of 2.68; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Cheerful (*Brand personality*) is a significant dimension for luxury fashion customers.

Sentimental

Z Value for this dimension is 18.9 with mean value of 3.51; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Sentimental (*Brand personality*) is a significant dimension for luxury fashion customers.

Friendly

Z Value for this dimension is 10.875 with mean value of 3.06; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Friendly (*Brand personality*) is a significant dimension for luxury fashion customers.

Daring

Z Value for this dimension is 2.584 and Mean value of 2.63; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of

alternate hypothesis i.e. Daring (*Brand personality*) is a significant dimension for luxury fashion customers.

Trendy

Z Value for this dimension is 67.1 with mean value of 4.89; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Trendy (*Brand personality*) is a significant dimension for luxury fashion customers.

Exciting

Z Value for this dimension is 53.6 with mean value of 4.69; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Exciting (*Brand personality*) is a significant dimension for luxury fashion customers.

Spirited

Z Value for this dimension is 48.0 with mean value of 4.73; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Spirited (*Brand personality*) is a significant dimension for luxury fashion customers.

Cool

Z Value for this dimension is 52.5 with mean value of 4.58; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Cool (*Brand personality*) is a significant dimension for luxury fashion customers.

Young

Z Value for this dimension is 50.7 with mean value of 4.49; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of

alternate hypothesis i.e. Young (*Brand personality*) is a significant dimension for luxury fashion customers.

Imaginative

Z Value for this dimension is 45.3 with mean value of 4.37; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Imaginative (*Brand personality*) is a significant dimension for luxury fashion customers.

Unique

Z Value for this dimension is 47.0 with mean value of 4.36; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Unique (*Brand personality*) is a significant dimension for luxury fashion customers.

Up-to-Date

Z Value for this dimension is 1.901 with mean value of 4.36; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Up-to-Date (*Brand personality*) is a significant dimension for luxury fashion customers.

Independent

Z Value for this dimension is 15.75 with mean value of 3.33; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Independent (*Brand personality*) is a significant dimension for luxury fashion customers.

Contemporary

Z Value for this dimension is 7.974 with mean value of 2.92; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of

alternate hypothesis i.e. Contemporary (*Brand personality*) is a significant dimension for luxury fashion customers.

Reliable

Z Value for this dimension is 11.87 with mean value of 3.10; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Reliable (*Brand personality*) is a significant dimension for luxury fashion customers.

Hard working

Z Value for this dimension is 37.6 with mean value of 4.09; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Hard working (*Brand personality*) is a significant dimension for luxury fashion customers.

Secure

Z Value for this dimension is 46.1 with mean value of 4.52; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Secure (*Brand personality*) is a significant dimension for luxury fashion customers.

Intelligent

Z Value for this dimension is 47.0 with mean value of 4.46; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Intelligent (*Brand personality*) is a significant dimension for luxury fashion customers.

Technical

Z Value for this dimension is 10.99 with mean value of 3.05; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of

alternate hypothesis i.e. Technical (*Brand personality*) is a significant dimension for luxury fashion customers.

Corporate

Z Value for this dimension is 24.0 with mean value of 3.66; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Corporate (*Brand personality*) is a significant dimension for luxury fashion customers.

Successful

Z Value for this dimension is 15.28 with mean value of 3.27; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Successful (*Brand personality*) is a significant dimension for luxury fashion customers.

Leader

Z Value for this dimension is 14.08 with mean value of 3.20; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Leader (*Brand personality*) is a significant dimension for luxury fashion customers.

Confident

Z Value for this dimension is 9.772 with mean value of 3.01; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Confident (*Brand personality*) is a significant dimension for luxury fashion customers.

Upper class

Z Value for this dimension is 14.05 and Mean value of 3.24; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of

alternate hypothesis i.e. Upper class (*Brand personality*) is a significant dimension for luxury fashion customers.

Glamorous

Z Value for this dimension is 10.13 with mean value of 3.03; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Glamorous (*Brand personality*) is a significant dimension for luxury fashion customers.

Good looking

Z Value for this dimension is 66.3 with mean value of 4.85; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Good Looking (*Brand personality*) is a significant dimension for luxury fashion customers.

Charming

Z Value for this dimension is 5.492 with mean value of 2.78; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Charming (*Brand personality*) is a significant dimension for luxury fashion customers.

Feminine

Z Value for this dimension is 51.37 with mean value of 4.46; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Feminine (*Brand personality*) is a significant dimension for luxury fashion customers.

Smooth

Z Value for this dimension is 62.66 with mean value of 4.87; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of

alternate hypothesis i.e. Smooth (*Brand personality*) is a significant dimension for luxury fashion customers.

Outdoorsy

Z Value for this dimension is 20.57 with mean value of 3.53; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Outdoorsy (*Brand personality*) is a significant dimension for luxury fashion customers.

Masculine

Z Value for this dimension is 15.18 with mean value of 3.30; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Masculine (*Brand personality*) is a significant dimension for luxury fashion customers.

Western

Z Value for this dimension is 15.39 with mean value of 3.29; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Western (*Brand personality*) is a significant dimension for luxury fashion customers.

Tough

Z Value for this dimension is 10.57 with mean value of 3.06; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Tough (*Brand personality*) is a significant dimension for luxury fashion customers.

Rugged

Z Value for this dimension is 70.01 with mean value of 4.90; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of

alternate hypothesis i.e. Rugged (*Brand personality*) is a significant dimension for luxury fashion customers.

6.6 Discussions & Implications

- All the dimensions of Brand Personality are Significant in Luxury Fashion Purchase. Marketers need to focus more on rugged, good-looking, trendy, exciting, family oriented or honest dimensions of brand personality to gain more profits as perceived significance of these dimensions are high as compare to other dimensions.
- The perceived significance of awesomeness is found high in luxury fashion purchase, which means the consumer will only call a brand as an awesome brand when he actually starts following it and loving it.
- The selected aspects of attitudinal loyalty (brand stickiness, deep connect, endless affinity, brand passion, brand reputation, performance and features, brand superiority, preference, willingness to pay, brand endorsement, brand synchronization, brand faith, brand intensity, and satisfaction) are significant in luxury fashion purchase.
- The selected characteristics of emotional attachment (magical relationship, dependence, association, proximity, tenderness, mood similarity, involvement, connection, resemblance, happiness, impulsiveness, departure effect, brand curiosity, connection, bond, emotional feeling, deep nexus, referral influence, future orientation, loyalty effect and brand comparison) are significant in luxury fashion purchase.
- All the dimensions of self-concepts are significant in luxury fashion purchase. The brand managers need to focus more on self-synchronization and reflection aspect to build deeper connections with the customers as perceived significance of these dimensions is high.

CHAPTER-7

Analysis of Measuring Influence of Brand Personality & Emotional Aspects on Attitudinal Brand Loyalty

In this chapter detailed analysis of measuring influence of brand personality & emotional aspects on attitudinal brand loyalty was performed through multiple regression analysis. The finding shows that brand personality and emotional aspects has significant influence on attitudinal brand loyalty. The class of a brand drives a purchaser to give up an extraordinary cost for a brand name (Park et al, 2006). In the present period, just those associations will make reasonable position in the business areas that have steadfast customers and to fulfill them, many firms are making reverential undertakings to redesign their capital and name of the brand. It would be of eagerness for the promoters to know and envision both enthusiastic estimations and brand identity for more customer brand relationship, (Batra et al., 1993; Kapferer, 1998; Upshaw, 1995; Keller, 2003; Punyatoya, 2010).

7.1 Regression analysis

Attitudinal Brand Loyalty is Dependent variable and Independent variable is Emotional Attachment; Self-concept; Brand Love and Brand personality.

Table 7.1 Showing Analysis of Regression

R Square	Adjusted R square	F value	Sig.
.887	.886	641.8	.000

Explanation: Table 7.1 shows analysis of regression analysis, F value (641.8) = 0.00 < 0.05, Value of F is 641.8; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. there is a linear association between the variables. 88% of the variations in brand personality & emotional aspects are explained by attitudinal brand loyalty.

Table 7.2 Showing Coefficients of Regression

Model	Unstandardized Coefficients Beta	T	Sig.
Constant	.385	2.925	.000
EA	.514	11.989	.000
SC	.262	3.029	.000
BL	.281	5.953	.000
BP	.474	9.915	.000

Table 7.2 shows regression coefficients, $T(2.925) = 0.000 < 0.05$. Value of T for this measurement is 2.905; the significance level is 0.05 and value of p is 0.000, which surpasses the p value thus, rejecting the null hypothesis in support of alternate hypothesis i.e. Brand personality and emotional aspects has significant influence on attitudinal loyalty.

In India luxury is attaining huge consideration with each year. India is believed to be among the progressive markets for luxury brands, being the second-quickest developing economy. The nation has encountered trade progression and made an astonishing movement towards the free market economy after the financial changes in 1991. India has gained a secured position among the quickly developing economies of the world with the different buyer universe of far beyond 1.2 billion individuals. With the expanding financial development rate and expanding wage rates in the course of the most recent decades, India is bound to get the position of world's third biggest economy by 2050 outperforming the United States (US) and China. "The joined endeavors of globalization, an uprising in web, online networking and monetary development has made a blast in the luxury market of India. Prevailing customer portion of luxury has experienced the progressions, likewise the consumption paradigms of purchasers' will change over the time."(ASSOCHAM).

7.2 Brand Ownership and Usage Pattern

Table 7.3 Showing Brand Ownership

Brands	Frequency	Percentage
Louis Vuitton	100	100
Hermes	100	100
Gucci	100	100
Prada	100	100
Rolex	100	100
Cartier	100	100
Channel	100	100
Burberry	100	100
Coach	100	100
Fendi	100	100
Total	1000	100

Table 7.3 shows that all the Ten International Luxury Fashion Brands are highly popular among luxury fashion users.

Table 7.4 Showing Usage Pattern of Respondents

Usage Pattern	Frequency	Percentage
Once in a week	100	10
Once in a month	428	42.8
Once in a quarter	366	36.6
Once in a year	106	10.6
Total	1000	100.0

Table 7.4 shows that most of the respondents love to use luxury fashion brand once in a month, as 42.8% respondents do under this category, 36.6% respondents use luxury fashion brands once in a quarter, 10% uses it once in a week which is very frequent use of the luxury brands.

Table 7.5 Showing Shopping Source

Shopping Mechanism	Frequency	Percentage
Malls	760	76
Inclusive retail stores	150	15
Exclusive retail stores	90	9
Total	1000	100.0

Table 7.5 shows that the place of the shopping influences consumers to shop. 76% of respondent's shops from malls for the purchase of luxury fashion brands, as malls are the place where numbers of brands are available at the same time and respondent can choose their favorite brand out of all other brands. 15% respondents like to shop from inclusive retail store of their luxury fashion brand. 9% respondents shop through exclusive retail stores. Now a days consumer is well aware of their shopping pattern and shop where they want to shop depending upon their time and schedule.

Table 7.6 Showing Purchase Pattern of Respondents

Purchase Pattern	Frequency	Percentage
Once in a week	115	11.5
Once in a month	390	39
Once in a quarter	364	36.4
Once in a year	131	13.1
Total	1000	100.0

Table 7.6 shows that as far as purchase pattern is concerned, due to high range of the luxury fashion brands, respondents love to purchase their desired brand once in month as 39%

respondents choose their desire pattern of shopping as once in a month. Due to expensive range, many of respondents also do shop once in a quarter. Only 13.1% respondents shops only once in a year.

Table 7.7 Showing Brand Stickiness of Respondents

Particulars	Frequency	Percentage
Yes	650	65
No	350	35
Total	1000	100

Table 7.7 shows that 65% respondents like to use their same luxury brand repeatidily and only 35% respindents try different brand.

Table 7.8 Showing Factors Considered while Purchasing Luxury Fashion Brands.

Factors	Frequency	Percentage
Looks	228	22.8
Trend	260	26
Price	100	10
Quality	389	38.9
Fashion	340	34
Total	1000	100

Table 7.8 shows that the consumer while purchasing anything intend to think about some important factors why they are selecting a particular brand, 26% respondents say they choose their luxury fashion brand due to trend, 38.9% says that they chooses due to quality which mainly offers by luxury fashion brands. As luxury fashion brands are mainly expensive, so 10% respondents think of price factor. 34% respondents think of looks while purchasing luxury

brands and 12% respondents considered fashion as their first preference while selecting luxury fashion brands.

Table 7.9 Showing Sources of Information for Respondents

Sources	Frequency	Percentage
Television	89	8.9
Newspaper	70	7
Friends	250	25
Family members	170	17
Hoarding	109	10.9
Internet	312	31.2
Total	1000	100

Table 7.9 shows that electronic media is prevailing day by day, consumers are more aware of electronic media these days, as it is easy and convenient to use. 31.2% of respondents come to know about luxury fashion brands through Internet, as social media is playing very important role in selecting brands by many users. 25% respondents know about luxury fashion brands through friends. The role of television is declining as only 8.9% respondents shows television as their informative source.

Table 7.10 Showing Factors Encouraging for Purchase

Factors Encouraging	Frequency	Percentage
Advertisement	170	17
Manufacturer Reputation	200	20
Guarantee offered	389	38.9
After sales services	241	24.1
Total	1000	100

Table 7.10 shows that when promotional factors are considered 38.9% respondents say they choose luxury fashion brands due to guarantee offered, as 20% respondents select manufacturer

reputation as key encouragement factor for the purchase of luxury fashion brands. Manufacturer reputation is also considered as the major factor for the purchase of luxury brands. Respondent also gets influenced by advertisements and after sales services of the luxury brands.

Table 7.11 Showing Family and Friends Liking of Luxury Fashion brands of Respondents

Particulars	Frequency	Percentage
Yes	789	78.9
No	200	20
Cannot Say	11	1.1
Total	1000	100

Table 7.11 shows that 78.9% respondents say that their luxury fashion brands is preferred by their family and friends, which shows that luxury fashion brands are not only admired by the users but also who don't use it.

7.3 Discussion and Implications

- The Young affluent class will be the major force in Indian consumption over the next decade.
- Understanding consumer interests can help luxury houses formulate a social media strategy that works to engage and interact with enthusiasts by keeping them up-to-date on brand happenings, products and services.
- The financial and social dimension significantly influences consumer luxury values perceptions. The influence of economic, political and social factors increases the demand of luxury goods. The consumers purchase luxury goods that represent his values at individual level or at referral group level. The different sets of consumers are having different mindsets of luxury goods. Mainly luxury goods consumption depends upon displaying self, status, distinction, and success and to impress others.

- The consumer loves to shop in the malls, so the company should make their outlets in malls, so that consumer can buy their loved brands easily while shopping.
- Now a day people love to shop online due to their busy routine, the marketers should devise their online shopping easier and safer for their consumers, so that consumers trust that website and shop over it.
- Loyal consumers intend to purchase their loved brands once in a month, so company should remind their loyal customers after every month by sending them new offers schemes, to attract them.
- The most important factor considered while purchasing luxury fashion brands is trend and quality, the marketers should offer latest trend for their consumers and maintain the quality and standards of the brand.
- Sources of information for buying luxury fashion brands is very important, consumer mainly depend upon friend suggestion for a particular brand or through internet as a reliable source of information, so company should build their strong network of information through better use of technology.
- Manufacturer reputation is the key factor for encouragement for the purchase of luxury fashion brands. The company should focus on their reputation, and for so making loyal customers is the best source of maintaining reputation.
- When consumers feel sure about the product or a brand, he feels emotionally close to the brand and for so, the company should provide guarantee of product on every purchase for the surety of the customer.
- Brand logo, image, symbol or name attract the customers, the company should frame all these in effective and in appealing manner, so that it should reflect a person individual personality.
- The company should provide after sales services after every purchase to their customers like fitting, alteration for free to attract the customers.

- Customers always considered fashion as a most significant factor for their purchase, so the brand managers must focus on latest fashion because latest fashion mainly attracts customers.
- The marketers should devise their product or brands according to the usage pattern of their consumer.

Chapter-8

RECOMMENDATIONS AND CONCLUSIONS

The implications provide detailed insights to fashion luxury retailers about their upcoming and engaged work in the state of Delhi and will describe the role played by components of Brand personality, emotional aspects- self-concept, emotional attachment, brand love and attitudinal brand loyalty in establishing brand loyalty which eventually forms strong basis for consumer-brand relationships and act as impetus in formulation of branding strategies.

Brand Personality

- Sincerity requires genuine commitment. Now-a-days customers are shifting to those brands, which are sincere in living up to an assertion that something is true about the brand I, use.
- “Brands never lie about who they are, and what they are made of”. In other words, only those customers whose personality trait matches with that of the brand trait mostly use brands, which are trustworthy, transparent and honest.
- Attitude of the customers towards brands changes day by day. Customers will not feel satisfied, until they feel joyous, playful and cheerful. The more graceful the products will the more customers will enjoy wearing or using it.
- Some brands are used as family oriented brands, as customers trust these brands because their family members were already using it.
- Usually consumers trust brands because of their originality. They only want those products, which are authentic.
- Consumers always carry sentiment for a particular brand they use, to which they are loyal too. Vendors create sentiments in the mind of the consumers through advertisement that show product more deeply.
- Customers stick to only those brands, which create uniqueness and excitement in the mind of the consumer. Being excited towards particular products needs lot of urge. For e.g. customers of coach waits until they launch their new range and usually waiting period create more excitement in the mind of the consumer.

- Consumers perceive that some brands, which are daring, imaginative and adventurous, will boost their personality in the society.
- Consumer behavior is a changing pattern, customers only want those products, which are always up-to-date. In the changing era no one wants to be in back date. A customer shows loyalty to only those brands that always give their fresh and latest products to the customers.
- Trends vary day by day, so marketers should need to focus on trends to retain their loyal and new customers.
- Some consumers generally want to look cool in the society. By keeping this in mind the marketers should use latest collections of the brands to attract those customers.
- Unique product attracts only those customers who have unique choices. Some brands give uniqueness in their product, which will ultimately give tough competition to other brands.
- Brands, which are consistently good in quality or performance and able to be trusted, are more reliable than any other brands.
- Customer brand loyalty depends upon the accomplishment of desire aim of the brand.
- The brand full of energy and commitment will catch more loyalty than any other brand.
- The brand, which is safe while using, will itself create loyalty in the mind of the consumer. The consumer choice is always to choose unthreatened product because they want to feel secure.
- The brand that gives a corporate look to the customer, the customer will stick to that brand because by using that brand the customer will act as a single entity in the whole group.
- When a consumer feels confident while wearing particular brands, their attitude positively enhances towards that brand.
- A customer always wants to feel good in the society, so they always focus on upper-class product because it shows their social image more deeply.
- The good-looking aspect of brand personality is very important because customer perception is to look good than others.
- The brands, which basically manufacture for the female segment give a feminine aspect in the mind of the female consumer.

- Over last ten years the adoption of western clothing is going at a very fast pace among customers. So manufacturers are focusing more on western clothes to attract customers towards their brand.
- The brand or a product, which is traditionally associated with men, must be masculine in nature in order to maintain them.
- As people are more concerned with eco-friendly products, so marketers should design products, which are eco-friendly in nature, and it will serve society too.
- Sometimes customers use only that brand which gives them security and assurance of wearing.
- Brands generating enthusiasm and determination in the attitude of customers will enhance the loyalty among those customers.
- The competence of brand depends upon the efficiency of the product. Customers usually prefer successful brands in comparison to other brands.
- The brands must be creative and visionary. The more imaginative the product is the more customers it will attract.

Emotional Attachment

- If a shopper feels outstanding, it further leads to preferably purchase of the related brand.
- The marketers prefer to strengthen their love by all of the customers at the hand of proximity, which will result the marketers to direct the customers' emotions.
- The store design plays a pertinent role in creating an idea and attaining desired attachment by all of customers.
- Emotional closeness can only be on top when the shopper is realized from the name, so marketers wish to handle relevant assistance measures and bring in client feedback afterwards every purchase.
- When the images discovered in the advertising will concern the target audience with the emotional appeal, the customers will get directly close to the brand name.
- Referral push on brand assignment decision is significant; marketers should boost referral influence on advertising, online campaigns and by providing transcend quality products.
- Referral influence on a word of mouth should be generated.

- Brand choice behavior varies from customer to customer thereafter; marketers should categorize the super convenience store according to product excellence and preference.
- Thoughtful afterwards sales services to the customers bounce soon make magical affair by the whole of the customers who would further uphold in long term connections of the customers by the whole of the company.
- To retain brand exclusivity, marketers desire to address one-self to write his experiential opinion about brand, which further leads to extraordinary trade experience generating favorable attachment towards that brand.
- Mood similarity can be examined on online surveys, which displays that customers execute approximately similar virtual feelings around time.
- By turning the spotlight on gentleness and sensitivity on the customers, the marketers can doubtlessly make prosperous and convinced relations by the whole of customers that are for the compassion of the company.
- To gain more gratitude and involvement from the shopper, the marketers need to plan discounts, coupons, and gift-cards, which will help to attain customer attention. These aspects go a long way in strengthening the emotional attachment and attitudinal brand loyalty.

Self-Concept

- The marketers should also intensify on actual perception of the customers, when the customer gets similar idea when a well known person is using the particular brand over the time, it will raise the value of company image in the eyes of the customers and one shopper will absolutely work for convinced choice of definition of mouth for the company.
- As the result shows that the self-synchronization outlook of self-concept is pertinent i.e. associated with to further set up its relationship by the whole of the customers on self synchronization which will certify the marketers to shortly intend the customers' self and merit close to it.
- When the images discovered in the advertising would serve the self-image of the customers; the proximity by the entire brand determined will be established.

- By turning the spotlight on gentleness and compassion to the customers, the marketers can decidedly make prosperous and positive relations with customers beneficial for the image of the company.
- By conforming to the brand image by the entire shopper urgently, the marketers can soon generate hype benefits out of it.
- Referral affects brand selection decision is extremely significant as compared to various dimensions, so marketers require to continue referral push on advertising, online campaigns and by providing top quality products.
- To develop greater acknowledgment and advocacy from the shopper, the marketers need to have a passion to plan discounts, coupons, assistance cards etc. together what is coming to gain attention from the customers.
- Brand in a class all by itself behavior differs from shopper to customer significantly, so marketers should share the convenience store according to product excellent availability.
- The channels of distribution are intended to be widened, which will increase brand availability to retain closeness of the brand with the customers, enhancing favorable attitudinal loyalty.
- Thoughtful afterwards sales services to the customers can transform the way one sees its magical relationship by the whole of the customers who would further boost in search for pot of gold term connections of the customers by the whole of company.
- The marketers have a passion for empathizing company's identity instantly to the customers to build stronger relationships.
- Marketers prefer to use their brand identity unconditionally to target customers, in terms to make relevant ecstatic appeals, as a substitute than solely tentative marketing tactic.
- Emotional appeals on advertising will also urge attitudinal brand loyalty among the customers.
- Effective Communications often cause potential consumers to visualize product ownership, which may result in enhanced product evaluations.
- The companies should make their brands symbols more sound, so that they can make place in the mind of the consumer. When a consumer relates his/her self with the brand he definitely works for positive word of mouth for the company.

- Companies and products that create an image of concern are most likely to be supported by attached consumers.
- Once the consumer starts relating their self with the brand, they automatically start building strong brand preference for the products or services, and they will tend to retain and hold their preferences for that particular brand for longer period.
- Now a days, consumer buy personality not products, they buy only that product that matches their personality, as perceived significance of self-image is high, so marketers should focus on making that products their reflects individual personality.
- If a brand mirrorizes a person's self, the consumer feels their self more attached to the brand.
- Many consumers think that brands must indicate their social role and perceived significance for this dimension is also high, so company should keep this in mind for building stronger consumer brand relationship.
- Luxury fashion brands are used as a symbol of social status, so marketers should need to test the choices and tastes of consumers according to latest trend or style in the society.

Brand Love

- When a person feels worthy by using the brand, he automatically starts loving the brand, which will help the company to retain its worthy customers.
- The perceived significance of awesomeness dimension found significant in luxury fashion purchase, which means, the consumer only called a brand as an awesome brand when he actually starts following it and loving it.
- When a consumer feels comfortable or happy wearing a brand, the society starts following that brand, which is a good influence for the company.

- If a consumer feels passionate about the brand, he will not leave the brand even if he is not satisfied from the brand, so marketers should need to design that type of products or brands that will make their consumers feel passionate feeling about the brand.
- The consumers normally stick only to that brand of which they are loyal towards rather than to try something different, the marketer should enhance their loyalty programs to further penetrate into luxury market.
- The perceived significance of recommendation is found significant, so company should please their loyal customers, so that they feel happy and recommend the brands to other consumers.
- The consumer loves to shop in the malls, so the company should open their outlets in malls, so that consumer can buy their loved brands easily while shopping.

Brand Ownership and Usage Pattern

- The consumer loves to shop in the malls, so the company should make their outlets in malls, so that consumer can buy their loved brands easily while shopping.
- Now a day people love to shop online due to their busy routine, the marketers should devise their online shopping easier and safer for their consumers, so that consumers trust that website and shop over it.
- Loyal consumers intend to purchase their loved brands once in a month, so company should remind their loyal customers after every month by sending them new offers schemes, to attract them.
- The most important factor considered while purchasing luxury fashion brands is trend and quality, the marketers should offer latest trend for their consumers and maintain the quality and standards of the brand.

- Sources of information for buying luxury fashion brands is very important, consumer mainly depend upon friend suggestion for a particular brand or through internet as a reliable source of information, so company should build their strong network of information through better use of technology.
- Manufacturer reputation is the key factor for encouragement for the purchase of luxury fashion brands. The company should focus on their reputation, and for so making loyal customers is the best source of maintaining reputation.
- When consumers feel sure about the product or a brand, he feels emotionally close to the brand and for so, the company should provide guarantee of product on every purchase for the surety of the customer.
- Brand logo, image, symbol or name attract the customers, the company should frame all these in effective and in appealing manner, so that it should reflect a person individual personality.
- The company should provide after sales services after every purchase to their customers like fitting, alteration for free to attract the customers.
- Customers always considered fashion as a most significant factor for their purchase, so the brand managers must focus on latest fashion because latest fashion mainly attracts customers.
- The marketers should devise their product or brands according to the usage pattern of their consumer.

8.2 Conclusion

A theoretical framework reveals relationships among brand personality, emotional aspects and attitudinal loyalty will facilitate the marketers dealing with luxury fashion brands in strategic decision making. Such an endeavor will create opportunity for adoption of loyalty as a sustainable competitive advantage, thereby ensuring rational success. The current study fills the vacuum in the literature on the relationship between attitudinal brand loyalty, brand personality, & emotional aspects in luxury fashion brands, thus giving an opportunity to the marketers to tap this market with massive potential.

The study accomplishes that the perceived significance of brand love, emotional attachment, self-concept, attitudinal brand loyalty & brand personality is high in luxury fashion consumptions. The brand personality & emotional aspects entirely boost male and female consumers' attitudinal brand loyalty. Marketing management design prerequisites distinctive emphasis towards measurements of emotional attachment namely; impulsiveness tenderness, brand comparison, referral influence, loyalty effect. Further, they require to uphold deep connect, endless affinity, brand endorsements, satisfaction brand stickiness to reward attitudinal loyalty in luxury fashion purchase. Luxury fashion is very popular in the male and female customers in Delhi (India). The top ten brands (viz; Louis Vuitton, Hermes, Gucci, Prada, Rolex, Cartier, Chanel, Burberry, Coach and Fendi) look to have efficiently understood the prospects in North region of India, obvious from esteemed purchasing capacity and enchantment to consider comfort fashion brands. The comprehensive study certifies brand personality & emotional aspects as a successful prognosticator for attitudinal brand loyalty and offers great promoting prospects.

Resulting the conversation presented in the current study, we can determine that Indian luxury fashion commerce proposes numerous openings to marketers of global brands for both male and female. The current study has verified that brand personality has a significant influence on attitudinal brand loyalty, which finally practices a strong basis for consumer-brand relationships and turns as incentive in communicating branding schemes. The marketers of the topmost worldwide brands need to concentrate on visions stated above to exploit on the prospects that currently last in Indian luxury fashion market.

Verdict about attitudinal loyalty will inspire the advertisers to recognize their potential clients and to assure their image dedication in future luxury purchase. Brand love affects attitudinal

brand loyalty in a positive way. The luxury fashion advertisers need to concentrate on brand love to develop favorable attitude in their deals. Such review will give meaningful contribution towards brand positioning.

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