

**RELATIONSHIP BETWEEN SELF-CONCEPT AND
ATTITUDINAL BRAND LOYALTY IN LUXURY FASHION
PURCHASE: A STUDY OF SELECTED GLOBAL BRANDS ON
THE INDIAN MARKET**

*Anand Thakur**
*Rupinderdeep Kaur***

Received: 20. 10. 2014
Accepted: 17. 11. 2015

Professional paper
UDC 658.626(540)

Brands can be helpful in strengthening a person's identity. Hence, consumers use brands as instruments for reflecting their personal image and individual goals. The self-concept as a vital component of emotional aspects, boosts attitudinal loyalty towards a brand. The luxury fashion market of India offers great opportunities to marketers. India's luxury market is projected to reach \$14.72 billion by 2015 from an estimated \$8.21 billion in 2014. The present study aims to examine the empirical relationship of self-concept and attitudinal brand loyalty in the context of female consumer-luxury fashion brand relationships. A single cross sectional survey of 240 female customers of five global brands, including Zara, Armani, Guess, Versace and Calvin Klein, from the State of Punjab (India) was conducted. Regression and Z-Test were used to analyze the data. The self-concept positively enhances female consumers' attitudinal brand loyalty. The perceived influence of self-concept and attitudinal brand loyalty is high in luxury fashion purchase. Therefore, the process of shaping a marketing strategy should include different dimensions of self-concept, namely, enhancement, contribution, admiration and extension. Furthermore, a marketing strategy needs to strengthen brand superiority, brand performance and brand synchronization to win attitudinal loyalty in luxury fashion industry.

Keywords: attitudinal loyalty; self-concept; consumer brand relationships.

* Anand Thakur, PhD, associate professor, Department of Management, School of Business, Lovely Professional University, Phagwara (Punjab), India, Phone: +91 99 8888 3206, Fax: +91 1824 506111, Email: anand.thakur@lpu.co.in

** Rupinderdeep Kaur, PhD Student, Department of Management, School of Business, Lovely Professional University, Phagwara (Punjab), India, Phone: +91 81 468 14546, Email: roopkaur1258@gmail.com

1. INTRODUCTION

Reflection of self-identity and synchronization with one's personality are what a consumer expects from a product. Self-concept is a vital component of emotional experiences and it plays a crucial role in determining consumer-brand relationships. Brands carry symbolic meanings for each individual and they help them shape and communicate their self. The brand has power to strengthen consumers' image both on the group and the individual level. Strong consumer-brand relationship enhances brand loyalty for a specific product or a brand. The strength of brands even forces a consumer to pay a premium price for a brand name. Consequently, financial value of the company and the trade name increases which leads to further strengthening of company's profits and goodwill (Park et al., 2006).

In the globalized era, only those companies that have loyal customers and have ways of attaining them survive in the marketplace. Thus, many firms are creating loyalty programs for their customers realizing that emotions enhance customer loyalty. In other words, marketers are identifying the role played by emotional factors in stronger brand-customer relationships and self-concept retains a prominent position among these factors.

1.1. Consumer-brand relationship

The consumer shows loyalty to what he feels connected with or attached to (Bowlby, 1979). The relationship between a brand and consumers is known to produce positive outcomes for both brand and the consumers. Consumers develop relationships with number of brands, perceiving brands as partners. Brands are humanized in the mind of consumers and, therefore, provide symbolic meanings and socio-cultural values, which goes beyond the utilitarian benefits. Consumer-brand relationship (CBR) has attracted interest and relevance since the late nineties of the 20th century. More and more firms are interested in acquiring knowledge about how consumers relate themselves to brands, why some brands are preferred to others and even loved more than others. Thus, these and other issues associated to the bonds established between consumers and brands have gained prominence amongst researchers and practitioners. Indeed, all types of organizations, profit or non-profit, are adopting customer-centred strategies, programs, tools, and technology for efficient and effective customer service management.

The Brand Quality Model focuses on the relationship dimensions of love/passion, brand partner quality, intimacy, interdependence, commitment, self-concept but it does not illustrate how these dimensions are related to each other. Brands cannot act, think, or feel by themselves, but can live and evolve through their managers and exist as a partner in a strong relationship. The quality of the relationship between a brand and a consumer evolves through strong and meaningful brand activities as well as consumer actions. Their actions can enhance, dilute, or even dissipate the relationship and shape the quality of such relationships.

Self-concept – brand connection reflects “*the degree to which the brand delivers on important identity concerns, tasks, or themes of a consumer*” (Fournier, 1998). Consumer-brand relationship as a whole can be regrouped in three main categories: attachment (connection between love/passion for a brand and self-concept), behavioral ties (interdependence and commitment), and supportive cognitive beliefs (intimacy and brand partner quality) (Fournier, 1998).

1.2. Self-concept

Self-concept refers to the extent to which a brand or a product expresses vital aspects and contexts of a consumer’s self-image, identities and values (Fournier, 1998). Brands can be helpful in strengthening person’s identities, and hence, consumers use brands as instruments in reflecting their image and personal goals (Swaminathan et al., 2007). According to Rosenberg (1979), self-concept is a “*sum of the individual’s thoughts and feelings having reference to him as an object*”. Most of the research has identified two aspects within the self-concept: the actual self and the ideal self (Sirgy et al., 2008).

1. *Actual self*: defined as how people see themselves.
2. *Ideal self*: defined as how people would like to see themselves.

1.3. Attitudinal Brand Loyalty

Brand loyalty is a consumer’s preference to buy a particular brand in a product category. It is shaped when consumers perceive that a brand offers the right product features, images or level of quality at the right price. This opinion becomes the foundation for a new buying habit. Consumers will initially make a trial purchase of the brand and, if satisfied, tend to form habits and continue purchasing the same brand because the product is safe and familiar. Some researchers have argued that loyalty must be measured with a combination of

attitudinal and behavioral dimensions. Such studies have demonstrated that brand loyalty is an outcome of repeat purchase behaviour and a consequence of multi-dimensional cognitive attitudes toward a specific brand. Jacoby and Kyner (1973) suggested integrating the two notions of behavior and attitude within the same conceptual definition. They proposed a six point definition that integrates behavioral and attitudinal loyalty.

Brand loyalty is (1) biased (i.e., non-random); (2) a behavioral response (i.e., a purchase); (3) expressed over time; (4) by some decision-making units; (5) with respect to one or more alternative brands out of a set of such brands; (6) a function of psychological (decision-making, evaluative) processes. However, the period of interest may be too long to warrant collecting (useful) behavioral data. This is where concepts such as attitudinal loyalty remain useful for marketing managers.

While behavioral loyalty (e.g. market share and sales) is a recognizable outcome of attitudinal loyalty, without knowledge and understanding of the attitude towards the act of purchasing the brand, it is difficult to project marketing programs to alter behavioral loyalty (increase brand switching to a specific brand or decrease switching from that brand). This is particularly the case in unstable environment with changing needs or environments. Measuring attitudinal brand loyalty can identify potential customers who are susceptible in a changing environment. Attitudinal loyalty can be important for marketing specialists to monitor in markets where buyers do not make decisions about choosing between different brands at each buying occasion. (Bennett & Thiele, 2001).

1.4. Luxury fashion in India

India has a tradition in textiles production, leather, personal care (Ayurveda) and jewelry. Moreover, luxury fashion market in India is attaining increasing visibility with each passing year. With the high growth rates of the Indian market compared to the other countries and even the developed economies, it is only likely that the interest in the Indian luxury market will increase in the years ahead. One of the reasons behind such trends may be that luxury fashion brands strongly influence the customers due to their product quality, status and reputation (Bothra, 2013). The projections for Indian luxury market, from 2009 to 2015, reflect a tremendous growth, from \$2.45 billion in 2009 to \$7.90 billion in 2015. Services are likely to increase from \$.77 billion in 2009 to \$1.45 billion in 2015 (A. T. Kearney, 2013; Bothra, 2013).

2. LITERATURE REVIEW

2.1. Relationship between attitudinal brand loyalty and self-concept

Self-image and brand image are the most frequently used concepts in consumer behavior. Self-image synchronized with brand image has a significant impact on product choice, preference and purchase intention. Consumer wants a product which expresses his self –identity and matches his personality. It has been proved that when a product or brand is consumed publically, consumers are very interested in showing others their consumption pattern, whereas private consumption of a product or a brand makes the customers unwilling to share their purchasing patterns with others. Privately consumed product is affected by actual-self (Khan et al., 2012a).

The interrelated factors of a brand (brand experience, brand advertisement and past knowledge and experience about the brand) have a great impact on purchasing behavior of consumers. They also influence demographic variables that have strong effect on purchasing intentions. It has been identified that both male and female consumers report the same impact of brand awareness and advertisements. Subsequently, male consumers have stronger brand relationship than female consumers. Age has a significant impact on advertising strategies and on brand awareness as it increases it. All the features of brand association have positive effect on consumers' purchasing behavior (Khan et al, 2012b). Social identification through a brand is significant for a consumer as it indicates loyalty for a particular brand name. Self-brand identity is a significant factor for the consumer which leads to satisfaction and trust in that particular brand. Brand identification is a way to attain brand loyalty (Hongwei et. al., 2012). Actual-self-image of a person through a brand also enhances brand personality. When a person is relating his actual-self with the brand, he or she automatically gets committed to the brand. The self-concept may act differently in various categories of the product. A person's actual self may be affected by a particular product (Khare and Handa, 2009).

Self-concept is not only related to a specific product or brand categories, but it is also affected by services and sports events. When a person supports a particular event he becomes part of it, which reflects his self-concept in relation to that particular event. When a person gets too involved in such event his awareness level increases. The pictures and the messages used in the events also indicate the self-concept of the consumers who are part of it (Lee & Dick, 2008). Ultimately, when a person purchases a product or a brand as his identity reflection, there is no effect of negative information on his purchasing

decisions. Self-concept has a positive effect on consumer-brand relationships. Brands carry symbolic meanings for individuals since they help them shape and communicate their self. A brand has the power to strengthen consumer image on a group and well as on individual level, (Swaminathan et al., 2007).

2.2. Influence of emotional aspects on consumer-brand relationship

The consumer-brand relationship is an important aspect in brand management. For every marketer, creating customer loyalty is the first goal which helps brands in attaining stronger position in the market. A positive experience with the brand will satisfy the customer and it will help to create strong relationships with the brand. When such relationship becomes stronger, the consumer will pay a premium price for a brand without any additional promotional effort by the company. Commitment may arise when such relationship becomes even stronger which further leads to love and attachment towards brands (Sandra, 2013). The association between brands and consumers helps in identifying strong relationships. Consumers act as partners to their loved brands. The brand acts as a social and cultural concept for consumers. Close relationship with a brand leads to emotional connections. Past experiences with the brands generate a great impact on consumers' future purchases. When consumers are satisfied with their past experiences, they build strong relationships with brands and are ready to pay higher prices for a loved brand (Correia, 2013). Consumer-brand relationship is realized through various channels such as classification, brand switching, brand personality, brand symbolism and brand attachment. The classification of brands, brand identities and symbols also influences consumer-brand relationships. All the factors are dependent upon consumer psychology, in terms of how they perceive a brand and whether that brand represents him appropriately (Schmitt, 2012).

The emotional aspects positively impact consumer-brand relationship. However, the strength of these aspects may vary. The self-concept improves attitudinal loyalty which further leads to emotional attachment towards a brand and love for a brand. The brand which expresses a part of an individual, builds deeper relationships. Consumers will ultimately stay loyal to only those brands which represent their identity, whom they feel emotionally attached and for which they feel passionate love (Hwang and Kandampully, 2012). Brand relationships are not only limited to emotional aspects but also speak about behavioral aspects as well. Emotions and behavior of consumers are two different feelings for the consumer (Fournier, 2008). In some contexts, brand knowledge and brand relationships are combined and studied together, as brand awareness strengthens consumer purchase pattern. However, brand knowledge

does not influence future purchases directly. A positive image of a brand may help in building positive brand relationships and enhance satisfaction and brand trust (Esch & Schmitt, 2006). Brand association builds sustainable consumer brand relationships. A brand may act as social identification and status symbol for some consumers which help in determining strong consumer-brand relationships (Rio et al., 2001).

2. RESEARCH METHODOLOGY

Earlier research showed that emotional aspects constitute central goals in consumption experiences (Hirschman and Holbrook, 1982). Some research studies focused towards feelings of connection with a brand, perceptions of closeness of the self to a brand (Fournier, 1998), and feelings of love for a brand (Carroll and Ahuvia, 2006; Fournier, 1998). Consumers intend to express their identity through wearing and using branded products. Customer devotion towards such brands is high since they see a reflection of self in those brands and believe that those brands express 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; Hongwei et. al., 2012), the variability (strength) in impact of emotional aspects like self-concept on consumer-brand relationship continues to exist.

Moreover, no previous work has conducted empirical examination of the role of self-concept in the context of consumer-brand relationships for luxury fashion brands in India. Owing to great cultural diversity in a globalized world of today, such examination is called for.

Few other studies (Escalas & Bettman, 2005; Campbell, 1986; Hebdige, 1987; Mandel et al., 2006) endorse the justification for selection of luxury fashion brands finding it the most relevant category in the context of self-concept and attitudinal brand loyalty.

The present study attempts an empirical examination of the relationship between self-concept and attitudinal brand loyalty and the influence of self-concept on attitudinal brand loyalty. Furthermore, in-depth measurement of the perceived significance of self-concept and attitudinal brand loyalty becomes relevant, as the brand managers and scholars would be interested in identifying variables constituting a key factor in the formation of self-concept and attitudinal loyalty. Therefore, the following hypothesis has been examined:

H1. *Self-concept has a positive influence on attitudinal brand loyalty.*

A survey of 240 female customers of five top global brands, including Zara, Armani, Guess, Versace and Calvin Klein (Fashion Revealed, 2013) from four major cities (Jalandhar, Amritsar, Chandigarh and Ludhiana) of the State of Punjab (India) was conducted. Due to the unavailability of some brands in the selected cities, the number of respondents varied for each of the selected brands in each city (see Table 1).

Table 1. Respondents selected according to brand availability

Store name/City	Chandigarh	Ludhiana	Jalandhar	Amritsar
Armani	10	15	15	20
Versace	10	15	15	Brand not available
Guess	10	15	15	20
Zara	20	Brand not available	Brand not available	Brand not available
Calvin Klein	10	15	15	20
Total	60	60	60	60

Standardized scales of self-concept and attitudinal loyalty were adapted from Swaminathan *et al.* (2007), Carroll and Ahuvia (2006), as well as from (Correia, 2013; Cheong, 2013; Sandra, 2013; Xinting *et al.*, 2013; Kesari and Shrivastawa, 2012; Khan *et al.*, 2012a; Hongwei *et al.*, 2012; Bouhleb and Mzoughi, 2011; Senel, 2011; Loureiro, 2009; Khare and Handa, 2009; Esch & Schmitt, 2006; Esclas and Bettman, 2005; Rio *et al.*, 2001; Solomon, 1983) and expert surveys, new dimensions constituting constructs of the self-concept (admiration, showing off, societal status, self-assessment) and attitudinal brand loyalty (brand reputation, performance and features, brand superiority, preference, willingness to pay, brand endorsements, brand synchronization, brand faith, brand intensity, satisfaction) were also included into research (see Tables 1 and 2). The final research instrument was assessed for reliability and validity and was found to be satisfactory.

The value of the Cronbach's Alpha was 0.753 approving the instrument for detailed investigation. Data collected was analyzed with Regression and one sample Z Test.

About 79% respondents were between 18-30 years, 17.5% were between 31-40 years, 2.9% were between 41-50 years and 0.4% was above 50 years. 19.2% respondents had family income below 4000 INR, 46.7% had family

income between 4000 and 8000 INR, 29.2% between 8000 and 12000 INR and 5% above 12000 INR.

3. FINDINGS

The present study explores the relationship between self-concept and attitudinal brand loyalty. Data collected have been analyzed with Regression and Z-Test.

4.1. Regression analysis

Dependent variable is attitudinal brand loyalty and independent variable is self-concept.

Table 2. Regression analysis

R Square	Adjusted R square	F value	Sig.
.527	.525	177.717	.000

Table 2 shows results of the regression analysis with the F-value of 177.717 and the significance value of 0.00. They lead to rejecting the null hypothesis in favor of the alternative hypothesis, i.e. there is a linear relationship between the variables. 52% of the variations in attitudinal brand loyalty are explained by the self-concept.

Table 3. Regression coefficients

Model	Unstandardized Coefficients	T test	Sig.
Constant	1.365	7.666	.000
SL	.641	13.331	.000

Table 3 shows regression coefficients, with the T test value of 13.331 and the significance value of 0.000, which leads to the rejection of the null hypothesis in favor of the alternative hypothesis, i.e. the self-concept has significant influence on attitudinal brand loyalty.

4.2. Perceived significance of the self-concept

The respondents were asked to rate twelve statements of self-concept on a five point Likert scale. Z test was used to test the following hypothesis:

H0. *Self-synchronization, reflection, extension, real image, contribution, social role, optimistic influence, enhancement, admiration, show off, societal status, self-assessment aspects of the self-concept are insignificant for luxury fashion customers.*

Table 4 shows the significance of all the aspects of the self-concept in luxury fashion purchase, with high Z values and the significance value of 0.000, leading to the rejection of H0, in favour of the alternative hypothesis. The analysis shows that four dimensions: enhancement, contribution, admiration and extension carry comparatively high mean values and reflect the thinking of luxury fashion users.

Table 4. One sample test

Dimensions	Mean	Z-Value	Sig. (2-tailed)	SD	Standard Error of Mean
Self-synchronization	3.39	10.409	.000	1.321	.085
Reflection	3.56	14.509	.000	1.130	.073
Extension	3.75	6.940	.000	2.790	.180
Real image	3.68	17.043	.000	1.068	.069
Contribution	3.80	18.864	.000	1.068	.069
Social role	3.63	15.360	.000	1.139	.074
Optimistic influence	3.60	14.816	.000	1.146	.074
Enhancement	3.81	21.875	.000	.927	.060
Admiration	3.78	18.600	.000	1.065	.069
Show off	3.52	12.660	.000	1.244	.080
Societal status	3.54	13.420	.000	1.202	.078
Self-Assessment	3.60	15.821	.000	1.081	.070

4.3. Perceived significance of attitudinal brand loyalty

The respondents were asked to rate fourteen dimensions of attitudinal brand loyalty on a five point Likert scale. Z test was applied to test the following hypothesis:

H0. *Brand stickiness, deep connect, endless affinity, brand passion, brand reputation, performance and feature, brand superiority, preference, willingness to pay, brand endorsement, brand synchronization, brand faith, brand intensity, satisfaction aspects of attitudinal loyalty are insignificant for luxury fashion customers.*

Table 5 demonstrates the significance of all dimensions of attitudinal brand loyalty in luxury fashion purchase, with high Z values and the significance value of 0.000, leading to rejection of H0 in favour of alternative hypothesis. The analysis shows that three dimensions: brand superiority, performance and brand synchronization carry comparatively high mean values and replicate the thinking of luxury fashion users.

Table 5. One sample test

Dimensions	Mean	Z-Value	Sig. (2-tailed)	SD	Standard Error of Mean
Brand stickiness	3.55	15.6	.000	1.0	.067
Deep connect	3.44	12.2	.000	1.1	.077
Endless affinity	3.68	17.1	.000	1.0	.069
Brand passion	3.36	10.9	.000	1.2	.079
Brand reputation	3.76	20.2	.000	.96	.062
Performance and features	3.83	22.8	.000	.90	.058
Brand superiority	3.85	20.3	.000	1.0	.066
Preference	3.76	19.6	.000	.9	.064
Willingness to pay	3.80	20.0	.000	1.0	.065
Brand endorsements	3.74	18.8	.000	1.0	.066
Brand synchronization	3.80	19.7	.000	1.0	.066
Brand faith	3.57	14.0	.000	1.1	.076
Brand intensity	3.62	15.0	.000	1.1	.075
Satisfaction	3.80	17.9	.000	1.1	.072

Note: 0.05 significance level implied.

4. IMPLICATIONS

The present study offers useful implications to marketers of luxury fashion brands targeting the unexplored Indian luxury market. These implications are

based on both findings generated through a cross-sectional survey and personal interviews.

- As the results show, self-synchronization aspect of self-concept is significant, i.e., companies need to further strengthen their relationship with the customers through self-synchronization which will enable the marketers to directly target the customers' self and get close to it.
- When images shown in advertising will reflect the self-image of the customers, the proximity with the brand name will be established.
- The marketers should also focus on real image of the customers. If a customer creates a strong image, after using a brand over the time, such customer behavior will enhance a company's image and create positive word of mouth for the company.
- Mood similarity can be investigated through online surveys, where users could be asked about their feelings about a brand over time.
- By reflecting the brand image on the customer directly, the marketers can generate significant marketing benefits out of it.
- Thoughtful after - sales services can create a strong relationship with the customers; this would further enhance long term connections between customers and a company.
- By showing gentleness and kindness to customers, marketers can easily establish strong relations with customers which is essential for the goodwill of the company.
- To acquire more attention and involvement from the customer, the marketers need to plan occasional discounts, coupons, gift cards etc.; such practices generate attention from the customers.
- The marketers need to associate their company's identity directly to the customers to build long - term relationships.
- If a customer feels connected to a brand, a company's image is positively enhanced. Referral influence on brand selection decision is highly significant as compared to other dimensions. Therefore, marketers need to include referral influence through advertising, online campaigns and by providing better quality products.
- Referral influence through e-word of mouth will also assist the marketers.
- Brand choice behavior differs from customer to customer significantly, so marketers should segment the market according to the availability and choice of products. The company should provide loyalty cards for their customers by adding points for each shopping and afterwards by providing gifts; such practice can influence customers' future purchasing decisions.

- Marketers need to communicate their brand identity effectively to target customers, in order to create relevant emotional appeals, rather than solely depending on marketing tactics.
- In order to retain product exclusivity it is clear that marketers need to provide an excellent product, and an exceptional service experience, as this creates an emotional attachment with a brand.
- The channels of distribution must be widened as easy availability works favorably for attitudinal brand loyalty.
- Emotional appeals through advertising techniques will also boost attitudinal brand loyalty among customers.

5. CONCLUSION

Following the discussion presented in this paper, we can conclude that Indian luxury fashion industry offers great opportunities to marketers of global brands. The present study has proved that self-concept has a significant impact on attitudinal brand loyalty which eventually forms a strong basis for consumer-brand relationships and acts as impetus in formulating branding strategies. The marketers of leading global brands need to focus on insights stated above to capitalize on the opportunities that presently exist in a still largely unexplored Indian luxury fashion market.

REFERENCES

1. Aron, A., Westbay, L. (1996), Dimensions of the Prototype of Love, *Journal of Personality and Social Psychology*, 70, pp. 535-51.
2. A. T. Kearney Co. (2013), Projected Growth of Luxury Market in India, Retrieved from <http://www.atkearney.in/research-studies> on 02 March 2013.
3. Bennett, R., Thiele, S. (2001), A Comparison of Attitudinal Loyalty Measurement Approaches, *Journal of Brand Management*, 9 (3), pp. 193-209.
4. Bothra, N. (2013), Luxury, Luxury Brand and Luxury Market in India: From Class Consumers to Closet Consumers, *Journal of Business and Management*, 15 (1), pp.18-27.
5. Bouhlel, G., Mzoughi, B. (2011), Brand Personality's Influence on the Purchase Intention: Mobile Marketing Case, *International Journal of Business and Management*, 6 (9), pp. 210-227.
6. Bowlby, J. (1979), *The Making and Breaking of Affectional Bonds*, Tavistock, London

7. Campbell, J. (1986), Similarity and Uniqueness: the Effects of Attribute Type, Relevance, and Individual Differences in Self-Esteem and Depression, *Journal of Personality and Social Psychology*, 50 (2), pp. 281-94.
8. Carroll, B. A., Ahuvia, A. C. (2006), Some Antecedents and Outcomes of Brand Love, *Marketing Letters*, 17 (2), pp. 79-89.
9. Cheong, L. H. (2013), An Exploration of Antecedents and Consequences of Brand Attachment among a Cross Section of Malaysian Consumers, *Journal of Asian Social Science*, 9 (5), pp. 263-273.
10. Correia, S. M. (2013), Consumer-Brand Relationship: Foundation and State-of-Art, Retrieved from www.igi-global.com on 21 February 2014.
11. Escalas, J.E. and Bettman, J.R. 2005, Self-Construal, Reference Groups, and Brand Meaning, *Journal of Consumer Research*, 32 (3), pp. 378-89.
12. Esch, F. R., Schmitt, B. H. (2006), Are Brands Forever? How Brand Knowledge and Relationships Affect Current and Future Purchases, *Journal of Product and Brand Management*, 15 (2), pp. 98-105.
13. Fournier, S. M. (1998), Consumers and their Brands: Developing Relationship Theory in Consumer Research, *Journal of Consumer Research*, 24 (4), pp. 343-73.
14. Fournier, S. M. (2008), Lessons Learned about Consumers' Relationships with Brand, *University of Boston, Working Paper*.
15. Hongwei, H., Yan, L., Lloyd H. (2012), Social Identity Perspective on Brand Loyalty, *Journal of Business Research*, 65, pp. 648-57.
16. Hebdige, D. (1987), *Subculture: The Meaning of Style*, Routledge, London.
17. Hirschman, E.C. and Holbrook, M.B. (1982), Hedonic Consumption: Emerging Concepts, Methods and Propositions, *Journal of Marketing*, 46 (3), pp. 92-101.
18. Hwang, J., Kandampully, J. (2012), The Role of Emotional Aspects in Younger Consumer-brand Relationships, *Journal of Product and Brand Management*, 21 (2), pp. 98-108.
19. Jacoby, J., Kyner, D. B. (1973), Brand Loyalty vs. Repeat Purchasing Behavior, *Journal of Marketing Research*, 10 (1), pp. 1-9.
20. Kesari, R., Shrivastava, A. K. (2012), Retail Luxury Brand in India: Consumer Market', *International Journal of Marketing, Financial Services & Management Research*, 1 (7), pp. 218-228.
21. Khan, M., Asif, J., Bozzo, C. (2012a), Connection between Self-concept and Brand Preference and the Role of Product Usage', *Presented at the International IJAS Conference for Academic Disciplines Las Vegas, USA, March-13-16*.
22. Khan, I., Ghauri, T. A., Majeed, S. (2012b), Impact of Brand Related Attributes on Purchase Intention of Customers: A Study about the

- Customers of Punjab, Pakistan, *Interdisciplinary Journal of Contemporary Research in Business*, 4 (3)
23. Khare, K. L., Handa, R. (2009), Role of Individual Self-concept and Brand Personality Congruence in Determining Brand Choice, *Journal of Innovative Marketing*, 5 (4), pp. 63-71.
 24. Kleine, R. E., Kleine, S. S., Kernan, J. B. (1993), Mundane Consumption and the Self: A Social-Identity Perspective, *Journal of Consumer Psychology*, 2 (3), pp. 209-35.
 25. Lee, K., Dick, S. (2008), Effect of Self-Congruity with Sponsorship on Brand Loyalty, *Journal of Business Research*, 61, pp. 1091-1097.
 26. Loureiro, S. M. C. (2009), Consumer's Love and Willingness to Sacrifice for Brand, *University of Aveiro, Working Paper*.
 27. Mandel, N., Petrova, P. K., Cialdini, R. B. (2006), Images of Success and the Preference for Luxury Brands, *Journal of Consumer Psychology*, 16 (1), pp. 57-69.
 28. Park, C. W., Macinnis, J. D., Priester, J. (2006), Brand Attachment: Constructs, Consequences, and Causes, *Foundations and Trends in Marketing*, 1 (3), pp. 191-230.
 29. Rio, A. B., Vazquez, R., Iglesias, V. (2001), The Effects of Brand Associations on Consumer Response, *Journal of Consumer Marketing*, 18 (5), pp. 410-425.
 30. Rosenberg, M. (1979), *Conveying the Self*, Basic Books, New York.
 31. Sandra, M. C. (2013), The Remarkable Consumer Experience of Brands as Drivers to a Deep Consumer Brand-Relationship, in Evans, D. (Ed.), *Psychology of Branding*, NOVA Publishers, pp. 39-52.
 32. Schmitt, B. H. (2012), The Consumer Psychology of Brands, *Journal of Consumer Psychology*, 22 (7), pp. 7-17.
 33. Senel, J. (2011), An Approach to Measuring Brand Loyalty in the Turkish Automotive Sector, *Journal of Economy and Society*, 30 (2), pp. 137-152.
 34. Sirgy, M. J., Lee, D. J, Johar, J. S., Tidwell, J. (2008), Effect of Self-congruity with Sponsorship on Brand Loyalty, *Journal of Business Research*, 61, pp. 1091-1097.
 35. Sirgy, M. J. (1997), Assessing the Predictive Validity of Two Methods of Measuring Self-Image Congruence, *Journal of the Academy of Marketing Science*, 25 (3), pp. 229-241.
 36. Solomon, M. R. (1983), The Role of Products as Social Stimuli: A Symbolic Interactionism Perspective, *Journal of Consumer Research*, 10, pp. 319-329.
 37. Swaminathan, V., Winterich, K. P., Zeynep, G. C. (2007), 'My' Brand or 'Our' Brand: The Effects of Brand Relationship Dimensions and Self-

Construal on Brand Evaluations, *Journal of Consumer Research*, 34 (2), pp. 248-59.

38. Xinting, V. (2013), A Comparative Analysis between Brand Attachment and Similar Constructs like Brand Attitude, *International Conference on Educational Research and Sports Education*, Retrieved from http://atlantispress.com/php/download_paper.php?id=7476 on 21 February 2014.

**ODNOS IZMEĐU SAMOPOIMANJA I LOJALNOSTI TRŽIŠNOJ MARCI
ZASNOVANOJ NA STAVU PRILIKOM KUPOVINE LUKSUZNE ODJEĆE:
ANALIZA IZABRANIH GLOBALNIH TRŽIŠNIH MARKI U INDIJI**

Sažetak

Tržišne marke mogu pomoći u jačanju osobnog identiteta, zbog čega ih potrošači koriste kao instrument, kojim se iskazuju njihov imidž i ciljevi. Samopojmanje je temeljna komponenta lojalnosti tržišnoj marci, zasnovanoj na stavovima. Indijsko tržište luksuzne odjeće nudi velike mogućnosti marketinškim profesionalcima, s obzirom da se očekuje njegov rast na vrijednost od 14,72 milijarde američkih dolara u 2015., u odnosu na procijenjenu vrijednosti od 8,21 milijarde američkih dolara u 2014. godini. Ovaj rad za cilj ima utvrđivanje empirijske povezanosti samopojmanja i lojalnosti tržišnoj marci, zasnovanoj na stavu, u kontekstu odnosa ženskih potrošača prema luksuznim odjevnim tržišnim markama. Kros-sekcijski istraživački nacrt, uz korištenje ankete, obuhvatio je 240 žena i pet globalnih tržišnih marki (Zara, Armani, Guess, Versace i Calvin-Klein), u državi Punjab (Indija). Za analizu podataka korištene su regresija i z-test. Dobiveni rezultati pokazuju da samopojmanje pozitivno utječe na lojalnost žena, zasnovanu na stavovima, prema luksuznim odjevnim markama. Percipirano djelovanje samopojmanja i lojalnosti, zasnovane na stavovima, izrazito je visoko kod kupovine luksuzne odjeće. Stoga se, pri formuliranju marketinške strategije, mora obratiti posebna pozornost na dimenzije samopojmanja, i to: pojačanje, doprinos, divljenje i proširenje. Nadalje, u prodaji luksuzne odjeće, potrebno je unaprijediti superiornost i usklađenost sa tržišnim markom, kako bi se poboljšala lojalnost, zasnovana na stavovima.

APPENDIX

Statements of Self-Concept

1. This brand symbolizes the kind of person I really am (Carroll and Ahuvia, 2006).
2. This brand reflects my personality (Carroll and Ahuvia, 2006).
3. This brand is an extension of my inner self (Carroll and Ahuvia, 2006).
4. This brand mirrors the real me (Carroll and Ahuvia, 2006).
5. This brand contributes to my image (Carroll and Ahuvia, 2006).
6. This brand adds to a social 'role' I play (Carroll and Ahuvia, 2006).
7. This brand has a positive impact on what others think of me (Carroll and Ahuvia, 2006).
8. This brand improves the way society views me (Carroll and Ahuvia, 2006).
9. Purchasing luxury fashion brands can be noticed and admired by others (Escalas and Bettman, 2005).
10. Many people buy luxury fashion brands to show off (Khan et al., 2012a).
11. Luxury fashion brands are symbol of social status (Harris & He, 2012, Solomon, 1983).
12. I would rather wait for others to try a new brand than try it myself (Esch & Schmitt, 2006).

Statements of Attitudinal Loyalty

1. This is the only brand of this product that I will buy (Carroll and Ahuvia, 2006).
2. When I go shopping, I don't even notice competing brands (Carroll and Ahuvia, 2006).
3. If my store is out of this brand, I'll postpone buying or go to another store of the same brand (Carroll and Ahuvia, 2006).
4. I'll 'do without' purchase rather than buying another brand (Carroll and Ahuvia, 2006).
5. The reputation of this brand is a key factor in loyalty (Kesari and Shrivastawa, 2012).
6. I like the performance and features of this brand (Senel, 2011).
7. I find the performance and features (quality) of this brand superior than the other brands (Rio et al., 2001).
8. I prefer this brand to the other brands (Bouhleb and Mzoughi, 2011).
9. I pay more for this brand than the other brands (Loureiro, 2009; Sandra, 2013).

10. I recommend this brand to the others (Carol and Ahuvia, 2006).
11. I see myself as a loyal customer of this brand (Khare and Handa, 2009).
12. I rarely take chances by buying unfamiliar brands even if it means sacrificing variety (Xinting et al., 2013).
13. I usually buy the same brand even if it provide only average quality (Correira, 2013).
14. My loyalty towards this brand increases when I am satisfied about that brand (Cheong, 2013).