

INVESTIGATING THE CAUSES AND CONSEQUENCES OF BRAND ATTACHMENT OF LUXURY FASHION BRAND: THE ROLE OF GENDER, AGE, AND INCOME

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Abstract

In recent years, luxury fashion brands have experienced drastic growth. This study examines how hedonic motivation, self-image congruence, brand experience, and brand attachment are interrelated factors driving the purchase intention of industrial luxury fashion brands. Our research aims to construct a consumer behavior model to complete the hedonic motivation process, which influences brand attachment and is influenced by demographic factors. The research model will fully predict the proposed model to examine the effect of gender, age, and income. The survey was conducted in Indonesia with a sample of 324 respondents. Multiple group analysis SEM (Structural Equation Modelling) was used to test the model across samples. The results reveal substantial consumer behavior disparities based on respondents' gender, age, and income level. Research findings can aid the luxury brand industry, particularly the fashion industry, in comprehending demographic differences. It is crucial to develop specific marketing strategies to promote luxury brands, influencing consumers' purchase intentions.

Keywords: Demographic Factor; Luxury Fashion Brand; Hedonic Motivation; Brand Attachment; Self-Image Congruence.

JEL Classification: M30, M31, M39

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INTRODUCTION

In the last decade, the growth of luxury brands, especially in the fashion industry, has been overgrown. Luxury brands are mainly defined by price, quality, and aesthetic attributes (Karatzas et al., 2019). Brands have a very significant role in the behavior of consumers (Chinomona & Maziriri, 2017), so companies need to build positive relationships with consu-

mers. Brands can also meet utilitarian, hedonic, or symbolic consumer needs (Zhu et al., 2019). This statement is supported by research that explains that hedonic values play a more significant role in consumer consumption (Bennur & Jin, 2017). Both of these motivations were found to influence the purchase intention of clothing consumers (Kumar & Sadarangani, 2021); this is because a

potential balance between aesthetics and functionality is needed in wearable products (Iftikhar et al., 2020).

Luxury, related to scarcity and exclusivity, is a hedonic experience offered at a high price and is a social marker (Diallo, Ben Dahmane Mouelhi, et al., 2021). Luxury brands have symbolic values communicating specific social cues (Ajitha & Sivakumar, 2019). This phrase emphasizes that the consumption of luxury items cannot be fully comprehended without considering the characteristics of the consumer (Park et al., 2021). The study of demographic differences is a fertile field for marketing research. Consumers' demographic characteristics and perceived social status can substantially impact our ability to comprehend them. Specifically, several customer variables, including age, gender, and income, might influence behavioral intentions and must not be neglected. Changes in luxury product brands and services are needed due to middle-class consumers' growth and purchasing power (Ahn et al., 2018).

This research was inspired and developed by a study and research model by Yuanita (2022). A deficiency in the literature regarding the influence of hedonic motivation and self-image congruence on a theory-based attachment model inspired this study (Yuanita, 2022). We need to examine the factors influencing brand engagement to understand the gap. This study also proposes demographic differences (such as age, gender, and income level), which are predicted to influence consumer behavior in the research model. As a result of the previous mini-research conducted by researchers on young consumers, this research will focus on the premium product categories represented by the ZARA brand. The brand is also the most mentioned brands on social media platforms (Geyser, 2022). Generations Y and Z in five big cities in Indonesia with the brand store (i.e. Jakarta, Surabaya, Bandung, Denpasar and Medan) (www.zara.com/id) already have economic

independence and will be used as subjects in this study.

The age factor has been validated in previous studies as a moderator in encouraging consumer motivation and attitudes towards luxury goods consumption (Schade et al., 2016). Young consumers search extensively to stay abreast of luxury and well-known brands through online platforms and store visits (Shahid et al., 2021). Consumers of advanced age are more likely to exhibit psychological consumption behavior, while younger consumers are more likely to describe wealth as a social process. Their findings also claim that the consumption of luxury goods among young consumers is driven more by aesthetics. In contrast, older consumers are more likely to maintain their unique identities. These findings are not in line with subsequent research. Other studies have shown that the demographic factor of age does not directly affect the decision process of purchasing and consuming luxury products (Al-Abdallah et al., 2021). According to them, age is not a determining factor in the consumption of luxury goods as long as sources of funds are available. Another study revealed that age was negatively correlated with consumption and purchase intention of luxury goods (Aliyev & Wagner, 2018).

Consumer differences through gender demographic factors were also confirmed as moderators of consumer attitudes in the consumption of luxury fashion brands (Ajitha & Sivakumar, 2019). According to them, men seem more interested in luxury brands than women. This situation increases self-presentation and self-expression in men, and men also have lower self-monitoring than women. The findings of this study also confirm that men are more concerned with exclusivity and elitism, while women tend to attach greater importance to refinement. This statement is not supported by the research of Park et al. (2021), who found that gender differences lacked a moderating influence on the behavior of luxury brand

consumers. Other studies also confirm the study. Gender differences do not affect the millennial generation's high involvement in product selection (Y. E. Kim & Yang, 2020). According to them, the gender differences between men and women generally accepted by the previous generation do not apply to the millennial generation.

Income level also directly affected the purchasing decision process on luxury products (Al-Abdallah et al., 2021). They also noticed that income level is a crucial indicator of the purchasing power of consumers. Without sufficient funds, consumers cannot consider purchasing a luxury item. The findings indicate that a person's income has a greater influence on their purchasing decisions. In the meantime, other studies imply that consumers with higher incomes are less influenced by the perception of trust (Huaman-Ramirez & Merunka, 2019). The results showed no difference between consumers with low and middle incomes in influencing connection on an emotional level between customers and brands. By some of the descriptions above, the debate is related to the demographic factors of gender, age, and income. So it can be stated that some of these demographic factors deserve to be investigated in research on consumer behavior models that apply attachment theory.

Consumer engagement with premium brands can be formed to their advantage. This study proposes a model of consumer behavior centered on brand attachment, which is influenced by hedonic motivation, self-image congruence, brand experience, and the intended consumer outcome, namely purchase intention in the setting of luxury fashion brands. The novelty of this study is its examination of the impact of demographic characteristics on the intention to purchase premium fashion brands. This study applies the moderating variables of gender, age, and income level that can affect consumer behavior measured in each relationship between

variables. Therefore, applying the findings will be important for luxury brand manufacturers, especially in the fashion industry.

LITERATURE REVIEW

Attachment Theory

The attachment theory that Bowlby came up with says that a child's attachment to his mother is mostly based on how sensitive, responsive, and flexible the caregiver is (Ainsworth, 1969). This theory focuses on the connection with the cognitive-affective process of "attachment," which can be defined as the human predisposition to seek and create affectionate ties with specific other people (Bowlby, 1969). Attachment is the emphasis of this theory. Attachment is an emotional tie between an infant and one or more major adult caregivers, primarily the mother, during the first year of life (Keller, 2018). Traditional definitions of attachment are based on the safe and insecure categories, with anxious, avoidant, scared, and disorganized subcategories of insecure attachment (Katz & Katz, 2021). Attachment theory constructs a model with the fundamental aspects of brand attachment, and it generates four hypotheses based on that model.

Self-Congruity Theory

The self-congruity theory states that a consumer's self-concept and image of how they use a product or brand can affect how they behave (Sirgy et al., 1997). Varied self-image congruence levels will affect purchasing motivation differently (Sirgy, 1982). This theory claims that a closer fit between brand image and consumer self-concept promotes consumer behavior and favorable behavioral outcomes, such as brand trust, customer loyalty, and positive word-of-mouth communication (Sirgy, 2019). The self-congruity theory examines why individuals favor particular brands and tie their use to self-image (Sirgy & Su, 2000). Scholars were in agreement that the self-congruity theory had effectively

explained the influence of self-image congruence on individual purchasing decisions (Islam et al., 2019; Kressmann et al., 2006). The self-congruity theory provides novelty development related to self-image congruence. This research model generates three hypotheses based on this theory.

Hedonic Motivation

Hedonic motivation is motivation to fulfill personal inner feelings because of pleasure and joy (Yu & Sapp, 2019). Hedonic value is the amount a product provides consumers with a pleasurable experience and positive emotions (Yang & Mattila, 2016). Hedonic motivation is the reason for performing a behavior because of the individual's internal satisfaction (Soni et al., 2019). Hedonic motivation can be measured by indicators such as: Using this brand product gives fun to me; Using this brand product keeps me happy; Using this brand product gives enjoyment to me; Using this brand product stimulates my curiosity (Hong et al., 2017); The entertainment provided by this brand product can satisfy my achievement; The entertainment provided by this brand product is challenging for me; This brand product can symbolize my status; This brand product can continue my positive mood; This brand product can give me a sense of superiority (Yu & Yuan, 2019); Average scores of items of "interpersonal utility"; Average scores of items of "attachment with device"; Average scores of items of "entertainment" (Tran et al., 2020); using this brand is fun; using this brand is enjoyable; using this brand is very entertaining (Nikolopoulou et al., 2021). Numerous studies investigated the direct connection between hedonic motivation and brand attachment. According to the findings, hedonic brand image influences brand attachment (Diallo, Moulins, et al., 2021) because Consumers who experience positive emotions when using a specific brand form a solid emotional bond with that brand. Vigneron & Johnson (1999)

states five values luxury brands can provide to consumers seeking prestige: hedonic value, conspicuous value, unique value, social value, and quality value. Generally, consumers buy products from a brand they believe has a similar symbolic image or complements their self-image (Ranjbarian & Ghaffari, 2018). They buy the brand's products because they want to improve their sense of self-image (Hosany & Martin, 2012). When consumers experience the hedonic value of a purchasing experience, They have the perception that the image of the brand is congruent with the image of themselves. Based on the previous explanation, in this study, it is expected that the higher the hedonic value will affect the suitability of the consumer's self-image positively. Based on the above arguments, the researcher argues that:

- H1: Hedonic motivation has a positive effect on brand attachment.
- H2: Hedonic motivation has a positive effect on self-image congruence.

Brand Attachment

Brand attachment is a psychological characteristic that represents an individual's connection to a brand and demonstrates an individual's irreversible emotive link with a brand and psychological closeness to the brand (Aureliano-Silva et al., 2018). Li et al. (2019) define brand attachment as how easy it is for people to remember a brand and brand self-connection as how people connect with a brand. Brand attachment can be measured by indicators such as: I feel strongly connected to the brand; I would strongly regret it if the brand was withdrawn from the market (Kim & Chao, 2019); I have much affection for brand; I am very connected to brand; brand gives me much joy and pleasure (Hwang et al., 2019); To what extent is (brand name) part of you and who you are?; To what extent do you feel personally connected to brand name?; To what extent do you feel emotionally bonded to brand name?; To what extent is

(brand name) part of you?; To what extent does (brand name) say something to other people about who you are?; To what extent are your thoughts and feelings toward (brand name) often automatic, coming to mind seemingly on their own?; To what extent do your thoughts and feelings toward (brand name) come to your mind naturally and instantly? (Kaufmann et al., 2016). Previous research has discovered a correlation between brand attachment and purchasing intent (Arya et al., 2019; Kaufmann et al., 2016). Attachment to the brand must be linked to consumers' plans to buy more of the same brand in the future (Li et al., 2019). It was also revealed that if consumers are highly attached to a brand's product, they will develop a higher level of brand loyalty towards that brand and have a greater propensity to repurchase from that brand (Zhang et al., 2015). Therefore, in the context of luxury brand fashion, we hypothesize as follows:

H3: Brand attachment has a positive effect on purchase intention.

Self-Image Congruence

Research on brand image and self-image congruence shows that customer choices depend on brand preferences and consumer purchase intentions (Sirgy, 1980). Social self-image, ideal social self-image, actual self, and ideal self-image are the four parts of self-concept (Sirgy, 1982). Self-image is precious for consumers. Thus, consumer behavior can be motivated by protecting and enhancing its self-image (Chua et al., 2019). Self-image congruence can be measured by indicators such as: I feel like that this brand represents me; This brand users are the people I belong to; This brand image can be matched with me; This brand is consistent with how I see myself; This brand is a mirror image of the person I would like to be; This brand is similar to the person I would like to be (Wu et al., 2020); People similar to me use my selected brand of mobile (Sohail & Awal, 2017). Self-image congruence was the critical driver of purchase intention

(Nguyen & Nguyen, 2021). Self-image is the basis of perceived quality and purchase intention (Kwak & Kang, 2009). A greater degree of self-image congruence may boost the propensity to engage in consumer purchasing. When there is a high degree of congruence between the self-image and product image, the likelihood of purchasing that product increases (Bosnjak & Rudolph, 2008). Separate studies focused on how important actual self-congruence is compared to ideal self-congruence when forming emotional attachments to brands (Jayarathne, 2020). Even actual self-congruence has a bigger effect on emotional attachment to a brand than ideal self-congruence (Salimi & Khanlari, 2018). When brands can provide consumers with aspirations for their goals, they view those brands as congruent with themselves. Consequently, the emotional bonds between consumers and brands strengthen (Japutra et al., 2018). We hypothesize that self-image congruence is positively correlated with brand attachment. Based on the above arguments, the researcher argues that:

H4: Self-Image congruence has a positive effect on purchase intention.

H6: Self-Image congruence has a positive effect on brand attachment.

Brand Experience

Brand experience is all contact points between customers and brands or touchpoints that significantly impact the brand (van de Sand et al., 2020). People with more brand experiences use brand information from many experiences to decide what to buy or how to judge a brand (Rovai, 2018). Brand experience is a comprehensive concept incorporating sensory, affective, behavioral, and cognitive elements (Kang et al., 2017). Brand experience can be measured by indicators such as: This brand makes a strong impression on my visual sense or other senses; I find this brand interesting in a sensory way; This brand appeals to my senses; This brand induces my feelings and

sentiments; I have strong emotions for this brand; This brand is an emotional brand; This brand reminds me of actions and behaviors when I use this brand; This brand results in bodily experiences (Khan & Fatma, 2017); i have enjoyed purchasing and wearing apparel products of the selected brand; Purchasing and wearing apparel products of the selected brand has been a good experience; i am satisfied with my experiences with buying and wearing apparel products of the selected brand (Chen-Yu et al., 2016). Previous studies revealed that brand experience affects brand attachment (Yu & Yuan, 2019). So the more influential the brand experience, the more brand engagement (Chinomona & Maziriri, 2017). The objective of brand experience is to forge a connection between a consumer and a brand, as the consumer's knowledge of the brand is contingent on a positive consumer experience. Thus, various types of brand experience can serve as resources for establishing a brand attachment (Ha & Perks, 2005). When establishing intents and making purchasing decisions, consumers rely on their total integrated experience (Ahn & Back, 2018). Previous studies have shown that positive consumer experiences with brands lead to positive behavioral outcomes (Nikhashemi et al., 2019). Consumers can also share their experiences about a product, which can help others to buy a specific product (Mathur et al., 2019). We propose that brand experience is positively associated with purchase intention. Holistic consumers who are interested in all kinds of experiences have a stronger link between their feelings about brands and their intentions to buy (i.e. sensory, emotional and intellectual) (Zarantonello & Schmitt, 2010). Thus, based on the previous discussion, the following hypothesis is formulated:

H5: Brand experience has a positive effect on brand attachment.

H7: Brand experience has a positive effect on purchase intention.

Purchase Intention

Purchase intention can describe predictable consumer actions in purchasing in future decisions (Cuong, 2020). Sometimes the term "consumer loyalty" is used interchangeably with "purchase intention" (Mathur et al., 2019). Purchase intent is widely regarded as the most accurate indicator of consumer behavior (Verma, 2021). According to previous research, purchase intention is an attitude variable that measures a customer's future brand loyalty (Martín-Consuegra et al., 2018). Purchase intention can be measured by indicators such as: How likely is it that you will purchase apparel products online of the selected brand?; how likely is it that you will purchase the selected brand online the next time when you need an apparel product?(Chen-Yu et al., 2016); It makes sense to buy this brand instead of any other brand, even if they are the same; Even if another brand has the same features as this brand, I would prefer to buy this brand; If there is another brand as good as this brand, I prefer to buy this brand; If another brand is not different from this brand in any way, it seems smarter to purchase this brand (Tran et al., 2020); I intend to purchase this brand in the future; If I would purchase this product now, I would buy this brand; I intend to purchase this brand when I need this product; Purchasing this brand is my first choice(Kaufmann et al., 2016).

Consumer's Segmentation According to Demographics

Gender

Numerous marketing studies, particularly those focusing on examining consumer behavior, have extensively used gender as a moderator variable (Osei-Frimpong, 2019). Gender has been shown to influence the buying and shopping process for luxury brands, especially in the fashion industry. In a study by (Shephard et al., 2016), the purchase effect differs between men and women. Men have a

lower level of awareness regarding fashion, whereas women have a higher level of awareness and acquire information from more comprehensive sources. Other studies have examined gender variations in consumption and their influence on life orientation within fashion (Jain & Mishra, 2020). Intrinsic motivation is a promising path that can be used to build customer passion for a brand. However, it is most likely to successfully capture brand passion exclusively for women (Gilal et al., 2020).

Age

Luxury goods are considered a "must have" item at a certain age. Due to the demand for similar high-value items that a person should have at a specific age, advancing age may drive increased consumption of luxury goods (Mo, 2021). The age factor also influenced consumer attitudes and purchasing intentions, especially among generation Y consumers (Valaei & Nikhashemi, 2017). The findings of this study showed that attitudes towards fashion were significantly higher for the 23-27 year age group. This statement indicates that the product for this age range must meet the self-definition needs to form a positive attitude towards the product. According to the results of other studies, there are a variety of ways in which customers can develop an interest in fashion, depending on the socio-demographic features of the customers (Diaz-Meneses, 2010). According to his research, a significant association exists between a person's level of social motivation and unhappiness in those who are younger.

Income

Income is another demographic variable widely employed as a moderator in marketing literature. Previous research indicates a correlation between income and consumer engagement (Henrique & de Matos, 2015). Previous studies investigated the factors that trigger consumer

purchase intentions toward luxury brands. The research was conducted by (Lee & Kim, 2014) to examine consumer buying behavior based on income (socioeconomic status). Explains that among demographic factors, the income level of potential customers of luxury brands shows a relationship with tendencies toward these brands (MajlesiRad & Haji pour Shoushtari, 2020). This is considered reasonable considering the "high price" characteristic of luxury brands. Consumers with higher incomes are more likely to be willing and able to participate actively within their social circle (Sharif et al., 2019). Low socioeconomic status prevents consumers from buying a good or service and learning how to use it.

The literature study above explains that several demographic factors influence consumers in using luxury products.

H8: Gender moderates the interaction between hedonic motivation, self-image congruence, brand attachment, and brand experience on purchase intention.

H9: Age moderates the interaction between hedonic motivation, self-image congruence, brand attachment, and brand experience on purchase intention.

H10: Income moderates the interaction between hedonic motivation, self-image congruence, brand attachment, and brand experience on purchase intention.

The conceptual model is in [Figure 1](#). The expected result of this study is what demographic factors can influence the purchase intention of a luxury fashion brand in the attachment model.

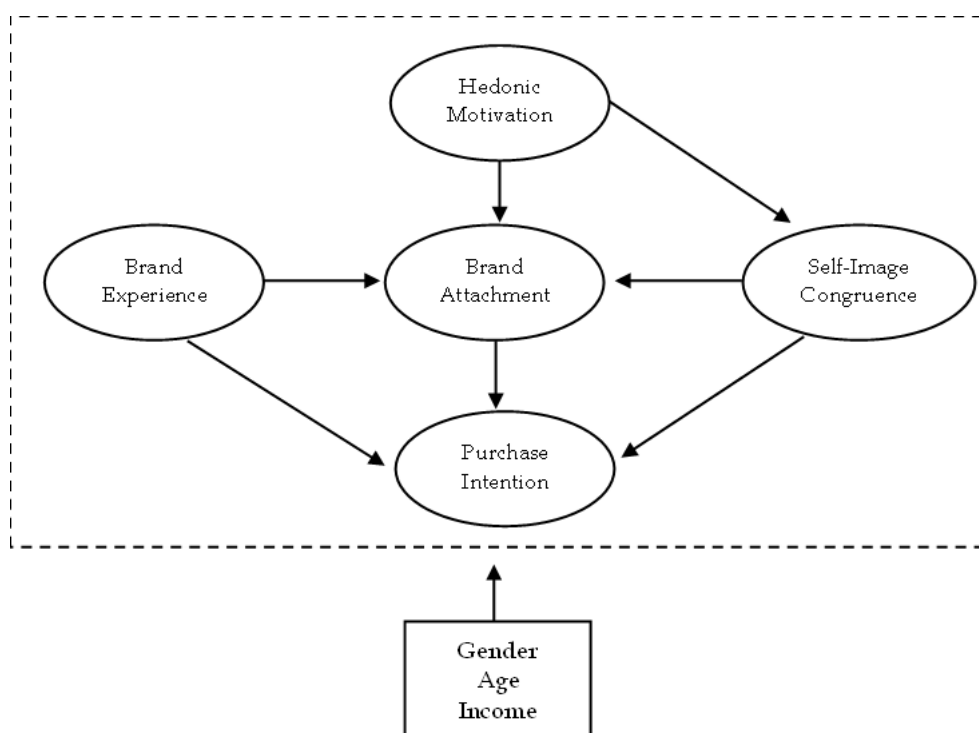


Figure 1. Conceptual Framework

RESEARCH METHODS

This study utilized primary data to determine the effect of brand attachment, hedonic motivation, self-image congruence, and brand experience on purchase intent. This survey picks ZARA as the luxury fashion brand's representative. This study uses data collection methods through surveys by distributing the questionnaire online. After the results were collected, The researcher ensured that no names or email addresses were duplicated to ensure that each respondent filled out the survey just once. This study used a method called "non-probability sampling," in which the sample is chosen based on the researcher's opinion, and there is no sampling frame. In addition, the sample was selected using purposive sampling, which is selecting a sample based on the characteristics of the location that meet the criteria for obtaining a sample that meets the research objectives (Zikmund et al., 2013:396). In April-May 2022, a survey of 324 customers was conducted in five major cities in Indonesia where there are brand stores (Jakarta,

Surabaya, Denpasar, Bandung, and Medan). The survey is distributed online to consumers aged 20-44 years who have used the fashion brand (they already have income). On a five-point Likert scale, people were asked to say how much they agreed or disagreed with each question. A 1 meant they strongly disagreed, while a five meant they strongly agreed. The questionnaire consists of 5 constructs with 37 items adopted from several journals, as shown in [Table 1](#).

The model analysis is conducted sequentially, beginning with the measurement model and concluding with the structural model and multiple group analysis. The measurement model consists of a latent construct and several indicators and explains the structural relationship between latent variables. The purpose of the measurement test was to determine how accurately the indicator described the latent construct. SEM (Structural Equation Modeling) is a statistical technique used to investigate the nature of the link between latent structures and indicators, the interactions between latent structures, and

errors in direct measurements. SEM was used to assess hypotheses. SEM allows direct analysis between several independent and dependent variables. (Hair et al., 2014). This technique was developed to examine the connection between the proposed components of theoretical

analysis (Byrne, 2010). Furthermore, multiple group analysis was conducted to determine the differences in demographic factors (gender, age, and income), which would be fully predicted in the research model.

Table 1. Key Variables

Construct	Author(s)	Attributes
Brand Attachment (BA)	(Hwang et al., 2019; Kaufmann et al., 2016; Kim & Chao, 2019)	(BA1) I am willing to pay attention to the development of the ZARA brand voluntarily (BA2) I will be very sorry if ZARA is withdrawn from the market (BA3) I always follow the development of the ZARA brand (BA4) Some characteristics of the ZARA brand come to my mind quickly (BA5) The ZARA brand dominates my preferred alternative to fashion products (BA6) ZARA brand is very attached to my personality (BA7) I feel emotionally attached to ZARA (BA8) The ZARA brand gives me confidence
Hedonic Motivation (HM)	(Hong et al., 2017; Nikolopoulou et al., 2021; Tran et al., 2020; Yu & Yuan, 2019)	(HM1) I am very attached to ZARA (HM2) I shop for ZARA to improve my mood and relieve boredom (HM3) I am always enthusiastic when shopping for ZARA products (HM4) I always make time to shop for the ZARA brand (HM5) ZARA brand can improve my status (HM6) ZARA is a luxury product that can increase my confidence
Self-Image Congruence (SIC)	(Sohail & Awal, 2017; Wu et al., 2020)	(SIC1) I feel ZARA can represent me (SIC2) Many of the people closest to me use the ZARA brand (SIC3) ZARA's image matches my personality (SIC4) ZARA is consistent with my personality (SIC5) ZARA is a reflection of me (SIC6) ZARA brand is what I want (SIC7) People who agree with me tend to use the ZARA brand
Brand Experience (BE)	(Chen-Yu et al., 2016; Khan & Fatma, 2017)	(BE1) The ZARA brand made a strong impression on my sight and other senses (BE2) I find the ZARA brand sensory appealing (BE3) I had a good experience buying and using ZARA products (BE4) The ZARA brand gives me a sentimental feeling (BE5) I have a strong emotional connection with the ZARA brand (BE6) I enjoy shopping for ZARA products (BE7) ZARA is an emotional brand for me

Table 1. Continue

Construct	Author(s)	Attributes
Purchase Intention (PI)	(Chen-Yu et al., 2016; Hew et al., 2017; Kaufmann et al., 2016; Tran et al., 2020)	(PI1) I have the intention to buy ZARA in the future (PI2) I intend to buy ZARA when I need fashion products. (PI3) ZARA is my first choice. (PI4) I will choose ZARA more often when shopping for clothing products online (PI5) I get benefit by buying the ZARA brand (PI6) I would highly recommend others to buy ZARA products (PI7) I will prefer and buy ZARA over other brands, even though the quality is almost the same (PI8) I would prefer and buy ZARA over other brands, even though the design is similar (PI9) I will recommend ZARA to friends and family

Source: Data processed, 2022

RESULT AND DISCUSSION

Measurement Model Test

This study showed that 26 data were dropped, so only 324 questionnaires met the criteria. The respondent data is described in [Table 2](#). Regarding domicile, most respondents live in Surabaya, with a total of 102 people (28.81%), followed by respondents who live in Jakarta, Bandung, Medan, and Denpasar, with each totaling 89 people (25.14. %), 59 people (16.67%), 53 people (14.97%) and 51 (14.41%) people.

The measurement findings reveal the standardized loading value and that all indicators have a standardized loading value of more than 0.50; hence, it is deemed valid and must not be dismissed. In addition, the AVE value of the tested variables has a value below 0.5, namely the PI variable (0.440), HM (0.429), and BE (0.415), so it does not meet the criteria. However, even though the AVE value of the PI variable, HM, and BE is less than 0.5, it is still considered valid because the standardized loading value of the indicator variables PI, HM, and BE met the existing criteria, namely 0.5, since in order to obtain an AVE value of 0.5, it must have a standardized loading value. Minimum 0.7. This result indicates that all variables within this study are valid. The measurement results also indicate that all

variables have a CR value greater than 0.7, so all variables in this study are regarded as reliable.

Structural Model Test

This stage's objective is to determine whether the empirical data and the structural model match, as determined by the goodness of fit criteria shown in [Figure 2](#). GOF is a descriptive metric that evaluates how well a particular model creates a covariance matrix for each indicator (Hair et al., 2014).

From the results of the structural fit test of the model in [Table 3](#), it was found that the structural model has a relative value that satisfies the goodness of fit criteria, allowing it to proceed to the next stage, hypothesis testing.

By testing the hypotheses in [Table 4](#), it is evident that six of the seven research hypotheses are supported and that one is not. The positive and supporting hypotheses are H1, H2, H3, H5, H6, and H7. At the same time, the unsupported hypothesis is H4, which is the association between the self-image congruence variable and purchase intention.

The test results show that hedonic motivation significantly affects brand attachment to luxury fashion brands. This finding is consistent with research by (Diallo, Moulins, et al., 2021). These results indicate that when a luxury fashion

brand fulfills the consumer's hedonic motivation to the maximum, it will increase the emotional bond between the consumer and the brand itself. When a brand provides a hedonic source, it will form brand attachment from the happiness they feel (Liu et al., 2020). When a brand fulfills the hedonic motivation of consumers to the maximum, it can improve the image of the product and its self-image. This result is the researcher's contribution. Therefore, the conclusions of this hypothesis are new findings backed by assertions from prior research (Hosany & Martin, 2012) and (Ranjbarian & Ghaffari, 2018). This statement can occur when consumers choose a luxury brand as a premium fashion product, increasing their confidence when using it. Indirectly they feel that this brand's products can present their overall image, which is not necessarily obtained from other brands. The test results indicate that brand attachment significantly affects luxury fashion brands' purchase intentions. This finding is in line with research conducted by (Li et al., 2019; Petraviciute et al., 2021). This statement that often occurs in consumers who feel emotionally attached to a brand will make them choose that brand more often when shopping for fashion products. Consumers' emotional bonds can encourage a brand's purchase loyalty attitude (Vredevel, 2018).

In addition, the test results indicate that self-image congruence has no significant impact on the intention to purchase luxury fashion brands. The results of this study are inconsistent with previous studies conducted by (Kwak & Kang, 2009; Nguyen & Nguyen, 2021). It may be because the current generation does not consider product image's ideal and actual suitability when choosing fashion items. Consumers do not need confirmation from the group and their closest people when buying a product (Choi & Rifon, 2012). On the other hand, brand experience significantly affects brand attachment to luxury fashion brands. This finding is

consistent with research by (Chinomona & Maziriri, 2017; Yu & Yuan, 2019). A brand provides a good shopping experience for consumers, making them feel more attached to it. One's experience can determine the power between consumers and brands (Gómez-Suárez & Veloso, 2020).

Self-image congruence has a beneficial effect on brand attachment, according to the research. These results indicate consistency between this study and previous studies (Jayarathne, 2020; Salimi & Khanlari, 2018). Consumers will feel more confident using a brand's products if they like the designs. It strengthens the consumer-brand emotional tie by making the brand dominant in future fashion product selection. Consumers engage in brands that fulfill their desires and pleasure them (Huber et al., 2018). The findings also confirm a positive influence on brand experience and purchase intention. When consumers enjoy the shopping process, consumers will feel the benefits of buying the product. This feeling will lead to an intention to repurchase the brand's products in the future. Brand experiences connected to the senses can also attract consumers to visit where the product is sold (De Villiers et al., 2018). These results align with research (Ahn & Back, 2018; Mathur et al., 2019).

The Moderating Effects of Demographic Factors

Gender

Based on [Table 5](#), it can be seen that the probability level is far below 0.05. This result shows a difference between men's and women's behavior towards the intention to buy luxury brand products, especially in the fashion industry.

The findings indicated a difference between the attitudes and behaviors of men and women regarding the likelihood of purchasing luxury fashion brand items. The findings of this study are consistent with those of (Ajitha & Sivakumar, 2019; Jain & Mishra, 2020), which found that the

factors influencing the intention to consume luxury goods varied significantly between men and women. According to his findings, women have a higher fashion awareness level than men (Shephard et al., 2016). Women are more likely to favor brands that instill confidence in them when they use their products. Additionally, compared to males, women spend significantly more time window shopping. Because shopping has been shown to have a mood-boosting effect on women, they take greater pleasure in the activity. When choosing a fashion brand, women, in comparison to men, frequently have a greater need for validation from their social surroundings. Women are typically more subjective and intuitive than men, who tend to be more objective and logical in their thought processes. When it comes to evaluating the information, men tend to be more selective, whereas women try to take in all available information (Pérez & Rodríguez del Bosque, 2015). Because of this, it is incredibly fitting that the promotion of luxury brands, especially fashion products, may be carried out more readily by targeting the female consumer segment rather than the male segment of the market.

Age

Based on [Table 6](#), it can be seen that the probability level number obtained is far below 0.05. This result shows a difference between the behavior of individuals aged less than 25 years and older than 25 years on the purchase intention of luxury brand products, especially in the fashion industry.

Another study supports the assumption that age can influence attitudes and purchase intentions toward luxury fashion products (Valaei & Nikhashemi, 2017). The study's results also show a difference between the behavior of individuals aged under 25 years and those over 25 towards the purchase intention of luxury brand products. The results of this study are consistent with previous studies (Diaz-Meneses, 2010). These findings can assist and make the process of marketing activities more manageable in terms of

defining product positioning for specific age groups. For instance, individuals in the senior age group are more likely to like fashion brands capable of branding themselves. They will give preference to products made by brands that can reflect who they are. This reasoning can also be interpreted to suggest that younger consumers need confirmation from their social environment more than older consumers and that their social environment will influence the luxury fashion brands they purchase. The need for luxury goods ownership will be increasingly driven by an increasingly mature age (Mo, 2021).

Income

Based on [Figure 7](#), it can be seen that the probability level is far below 0.05. This result confirms that there are differences in behavior between consumers who have different income levels towards the intention to buy luxury brand products, especially in the fashion industry

Based on the income category, it is found that there are differences in behavior between consumers who have different income levels regarding the purchase intention of luxury fashion brand products. Other studies also support this hypothesis by verifying the significant effect of socioeconomic status on product use (Lee & Kim, 2014; MajlesiRad & Haji pour Shoushtari, 2020). Low socioeconomic status can be a barrier for consumers to buying a product. A luxury brand is a brand that provides products that give the impression of prestige to consumers, so naturally, a higher cost is needed to get it. High-income consumers can be part of them (Sharif et al., 2019). People with higher incomes will choose this brand to increase their self-confidence and social recognition to affect this group of consumers' emotional attachment and purchase intention. This result is consistent with the hypothesis that higher incomes endow consumers with greater discretionary spending power (Walsh et al., 2008).

Table 2. Demographic Profile

Profile	Percentage (%)
Gender	
Man	37.6
Woman	62.4
Age	
<25 years	39.8
>25 years	60.2
Monthly income (IDR)	
<3.000.000	27.40
>3.000.000	72.60
Education	
senior high school	10.17
Diploma	14.41
Bachelor (S1)	51.98
Master (S2)	23.44

Source: data collected, 2022

Table 3. The Goodness of Fit Structural Model Test Results

No.	Index	Result	Description
1	CMIN/DF	2.021	<i>Good Fit</i>
2	RMSEA	0.056	<i>Good Fit</i>
3	GFI	0.910	<i>Good Fit</i>
4	TLI	0.921	<i>Good Fit</i>
5	CFI	0.933	<i>Good Fit</i>

Source: Data processed, 2022

Table 4. Hypothesis test result

Hypothesis	Path	Std. Estimates	C.R.	P	Description
H1(+)	HM → BA	0.148	1.882	.060	Supported
H2(+)	HM → SIC	0.104	7.366	***	Supported
H3(+)	BA → PI	0.082	2.293	.022	Supported
H4(+)	SIC → PI	0.063	.231	.817	Rejected
H5(+)	BE → BA	0.124	1.708	.088	Supported
H6(+)	SIC → BA	0.060	2.880	.004	Supported
H7(+)	BE → PI	0.096	4.499	***	Supported

Source: Data processed, 2022

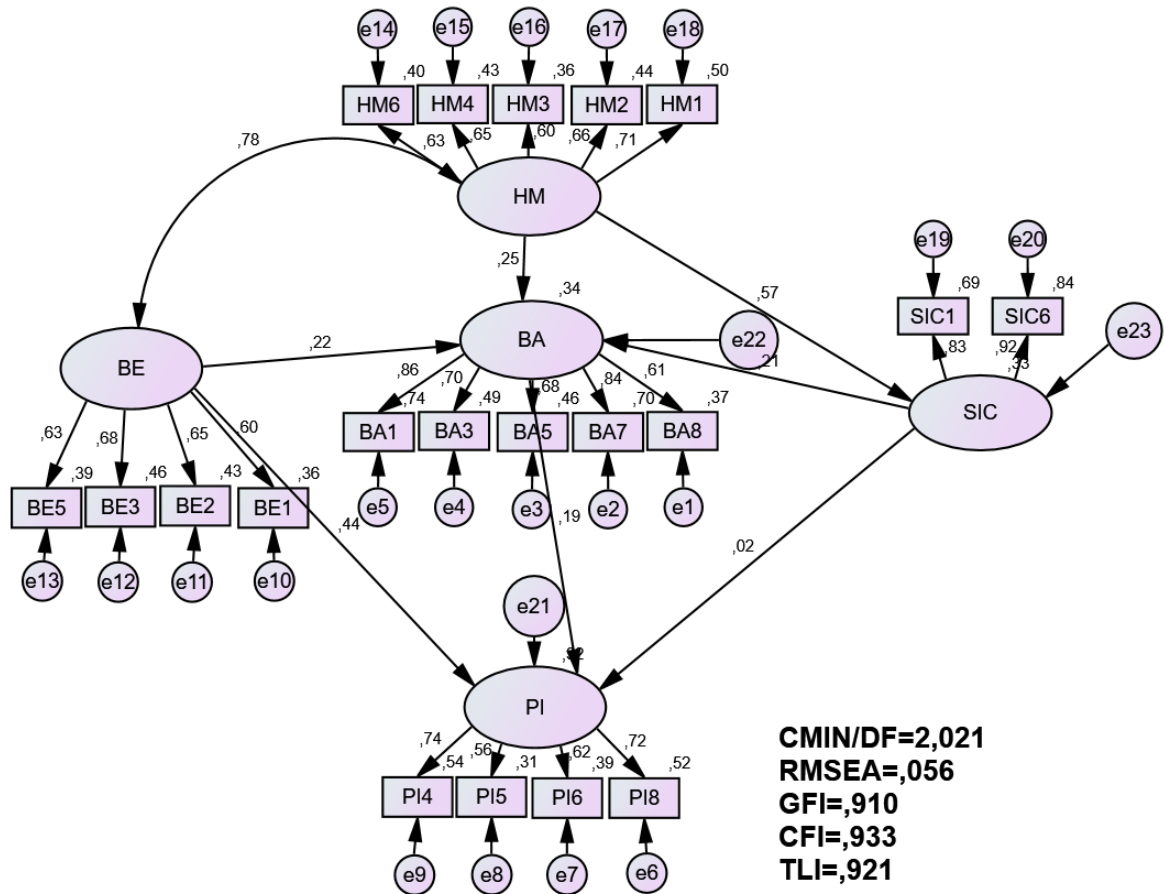


Figure 2. Standardized Estimate

Table 5. Output Notes Gender

Number of distinct sample moments	420
Number of distinct parameters to be estimated	96
Degrees of freedom (420 -96)	324
Minimum was achieved	
Chi-square = 512.285	
Degrees of freedom = 324	
Probability level = .000	

Source: Data processed, 2022

Table 6. Output Notes Age

Number of distinct sample moments	420
Number of distinct parameters to be estimated	96
Degrees of freedom (420-96)	324
Minimum was achieved	
Chi-square = 505.840	
Degrees of freedom = 324	
Probability level = .000	

Source: Data processed, 2022

Table 7. Output Notes Income

Number of distinct sample moments	420
Number of distinct parameters to be estimated	96
Degrees of freedom (420-96)	324
Minimum was achieved	
Chi-square = 515.279	
Degrees of freedom = 324	
Probability level = .000	

Source: Data processed, 2022

CONCLUSION AND RECOMMENDATION

This study explores the role of demographic factors (gender, age, and income) as control variables in influencing consumers' purchase intentions towards luxury brands, especially in the fashion industry. This research also expands knowledge related to brand attachment and consumer purchase intention. The findings show that hedonic motivation, self-image congruence, and brand experience significantly encourage brand attachment, affecting consumers' purchase intentions. As indicated previously, the relationships were compared by gender, age, and income levels. This study's key findings also demonstrate that demographic factors such as gender, age, and wealth influence the purchase intent of luxury fashion brands. Although examining the moderating influence of demographic characteristics is a typical practice in the literature, there is a gap in the present investigation's model when it comes to incorporating these variables.

This study defines the market segmentation categories in more detail by highlighting the demographic characteristics of consumers. Additionally, the study has consequences for practitioners. As is well-known, segmentation is one of the most prevalent business procedures. Specifically, segmentation based on gender, age, and income is favored due to its easily recognizable, accessible, and measurable characteristics. Marketers need to focus on differentiating their products. It is because of the importance of consumer self-image which impacts brand attachment. Given

that current apparel designs are more aimed toward younger consumers, managers need to consider strategies for expanding product lines. Using this method, the corporation will be able to develop new product lines that are geared toward older consumers. Marketers must show how different their products can reflect the characteristics of consumers, both young and old, so that they have the choice to express their personalities. This study also confirms significant differences between women and men in their purchase intentions of luxury fashion brands. Marketers should communicate directly when there is a retail transaction. For female consumers, marketers should utilize hedonistic consumer-directed communication that emphasizes the aesthetic pleasure of apparel design to attract consumers. Meanwhile, communication with male consumers should emphasize the features, usefulness, and benefits that can be delivered to them. Additionally, management should prioritize digital customer service, especially for women. This digital service can provide information on new products and even offer product sales currently being carried out. This treatment is expected to increase consumer bonding, especially among women and the brand. The effect of brand attachment on luxury brand consumption was found to differ in income levels. According to previous studies, consumers with higher incomes tend to behave selfishly, so brand relationships in these consumer groups are classified as lower than consumers with lower incomes. This fact becomes a challenge for marketing managers. In

luxury brand marketing, brand image is an important asset. Marketers should still create a premium effect for their products. Luxurious designs different from other brands are also necessary to attract consumers of this group. We recommend that marketers consider using brand ambassadors of national artists known to have a "luxury" image.

Despite the fact that this study provides crucial insights, there are a few limitations to notice, as well as implications for future research. This research does have limitations. First, this study only refers to one product category in a particular country. It will be interesting to analyze the engagement of luxury brands in other nations and compare the effects. Second, this study does not include the role of education level in it, which creates a lack of ability to describe the degree of consumer understanding of luxury brands, notably in the sector of fashion. Therefore, future research should investigate examining the moderating effect of education level on luxury brand attachment. In conclusion, although this study contributes significantly to luxury in some ways, the conclusions should be cautiously generalized. Future discoveries could expand this study by investigating many luxury goods to validate the result's consistency.

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