

Lovemarks Drivers Effect on Luxury Fashion Brands Emotional Attachment

Fatma Ali ¹, & Hala M. Labib Enaba ²

¹ DBA Candidate, Major, Marketing, Business Administration Department, Faculty of Commerce, Cairo University, Egypt.

² Professor of Marketing and Entrepreneurship, Faculty of Commerce, Cairo University, Cairo, Egypt

Correspondence: Fatma Ali, DBA Candidate, Major: Marketing, Business Administration Department Faculty of Commerce, Cairo University, Egypt. E-mail: fatma.ahmad@gmail.com

Received: December 10, 2023

Accepted: December 29, 2023

Online Published: January 8, 2024

doi:10.11114/bms.v9i2.6673

URL: <https://doi.org/10.11114/bms.v9i2.6673>

Abstract

This research endeavors to investigate the effect of lovemarks on luxury fashion consumer decision-making in Egypt, examining its implications on the international competitive posture of Egyptian luxury firms. It seeks to bridge a significant research gap in the understanding of luxury consumer behavior in Egypt, particularly against the backdrop of global luxury market transformations. The study's objectives encompass the analysis of critical lovemarks drivers effecting luxury purchases and the exploration of the interplay between love and respect in the emotional attachment between consumers and brands. Employing a positivist epistemological approach, this research utilizes a deductive methodology within a cross-sectional framework, underpinned by quantitative data analysis from 440 luxury brand consumers. A five-point Likert scale questionnaire, informed by non-probability judgmental sampling based on socio-economic and lifestyle criteria, elucidates consumer perspectives. Structural Equation Modeling (SEM) identifies intimacy, sensuality, and mystery as pivotal in nurturing brand love, while trust, performance, and reputation predominantly foster brand respect. Notably, intimacy emerges as the most influential factor in developing brand love, underscoring the value of personal brand-consumer connections. From an academic standpoint, this study contributes to the scholarly dialogue on luxury consumer behavior, with a special focus on the Egyptian milieu. In practical terms, it provides luxury brands with strategic insights for intensifying marketing approaches through emotional engagement and narrative construction. These insights are crucial for stakeholders in luxury brands, offering a strategic framework to enhance investment decision-making and bolster consumer loyalty in a culturally varied market.

Keywords: luxury, fashion, brand, lovemarks, emotional, attachment, experience, equity.

1. Introduction

The luxury fashion market, according to Bain & Company (2023), has reached an impressive valuation of approximately \$345 billion, establishing itself as a pivotal component within the global economy. It serves not only as a barometer for economic health but also as a canvas for the expression of social ideals such as prestige, wealth, individualism, and innovation. In a market where innovation and adaptability to the nuanced desires of discerning consumers are paramount, luxury fashion brands must remain at the forefront of creative and strategic thinking to sustain their competitive edge (Bain & Company, 2023).

This sector stands at the confluence of global economic interdependence and rich cultural diversity, offering a unique vantage point to observe the varying patterns of society and culture across the globe. Historically, fashion has been an important social signifier, with ancient Egyptian society using it to denote social hierarchy, a practice that has continued through various forms to the present day (Delor, 2012).

Today, luxury consumers present a complex challenge with their substantial spending power, varied tastes, discerning judgement, and the high standards necessary for brands to maintain their exclusivity. Their purchasing behavior, driven by the pursuit of status and exclusivity, suggests a significant opportunity for brands that can successfully cater to these desires (Khalifa & Elsahn, 2013).

The concept of 'Lovemarks', introduced by Kevin Roberts in 2005, adds a nuanced layer to understanding consumer-brand relationships within the luxury domain, suggesting that some brands achieve more than traditional loyalty by forging deep emotional connections with consumers, thereby reaching 'Lovemark' status. This concept underscores the capacity of brands to engage consumers emotionally and cognitively, creating bonds that extend beyond the product's physical attributes. In Egypt, a country with a rich legacy in fashion and textiles, there is a clear predilection for the artistry and elegance associated with luxury fashion.

Egyptian consumers' preference for international luxury brands underscores their quest for quality and social and psychological affirmation, seeking branded goods and experiences not only for their utility but also for the status and prestige they represent. The main aim of this study is to delve into the factors that contribute to achieving 'Lovemark' status and their effect on the purchasing patterns of luxury consumers.

Moreover, this research will scrutinize the tactics employed by both international and Egyptian luxury brands to remain competitive in the global marketplace. Through a comprehensive analysis of these strategies, the research intends to shed light on the complex nature of consumer behavior within the luxury fashion sector and its broader impact on the global economic, cultural, and social landscapes.

The luxury consumer research field has been relatively quiet on the subject of the preferences and behaviors of the Egyptian elite, a silence that becomes more pronounced amidst the rapidly changing dynamics of the global luxury scene. Theories like 'Lovemarks' emphasize the need for culturally aligned research, with Pourazad, Stocchi & Pare (2019) suggesting that businesses could greatly benefit from insights tailored to the Egyptian context. Despite extensive studies on the global luxury fashion market, there exists a noticeable void in literature focusing on the Egyptian market (Marsasi & Yuanita, 2023), a gap that is particularly intriguing given Egypt's historical significance and socio-economic diversity that likely shapes consumer behavior in unique ways. Addressing this gap, this research will explore the determinants that influence the Egyptian luxury market, enabling brands to forge deeper, more enduring relationships with their clientele.

Academically, this study enriches the theoretical discourse on lovemarks within the luxury brand context, aiming to deepen the understanding of how emotional attachment and brand loyalty are cultivated among Egyptian luxury consumers. It provides valuable insights into consumer decision-making, aiding marketing and psychology scholars in unpacking the complex interplay of emotional and cognitive factors within luxury consumption.

Practically, the implications of this research are immediate and actionable for luxury brands, both within and outside Egypt. By emphasizing the elements of 'Lovemarks', brands can craft more engaging, emotionally resonant campaigns that resonate with their target audience. For the luxury fashion industry, applying the Lovemarks theory could have significant practical consequences, enabling brands to bolster emotional ties and engender a loyalty that surpasses mere rational choice. For investors, stakeholders, decision makers and marketers in the luxury market, understanding the impact of lovemarks on brand performance and market positioning can improve decision-making regarding investments, expansion, and resource allocation.

2. Literature Review

2.1 Luxury Fashion Brand's Emotional Attachment

The influence of luxury fashion on the social and economic structures of past ages was substantial, and this influence continues today in many countries. The concept of luxury has its origins in the etymology of the term "luxury" may be traced back to its Latin origin, "luxus," which conveys the concept of an abundance that surpasses necessity, an extravagant lifestyle, or the exhibition of wealth with the intention of fulfilling wants that extend beyond material requirements (Cabigiosu, 2020). Fashion is a powerful and influential phenomenon that has consistently had a significant position in the evolution of human civilization. According to Okonkwo (2007), throughout the course of human civilization, fashion has consistently had a prominent impact and has played a substantial role in its development.

The origins of fashion may be linked to ancient civilizations such as the Egyptian, Greek, and Roman empires. Throughout history, fashion has served as a significant social component, reflecting societal values and norms through various forms of attire, accessories, and cosmetics. Moreover, it exerted a significant impact on the formulation of decisions in the realms of politics, economy, education, and the arts. Over time, luxury grew to represent a symbol of social prestige inside royal civilizations (Kapferer, 2015). Furthermore, according to Okonkwo (2007), the prominence of luxury and its correlation with appearance, beauty, and fashion emerged during this particular era of ancient Egyptian culture.

Human relationships are referred to as attachments; in this case, attachments take many different forms as a result of people's feelings for one another. An attachment object is linked to a consumer's self-concept when it is integrated into it.

This relational viewpoint is in contrast to the trait perspective on attachment, which saw attachment as an individual difference variable that described a person's consistent connecting style throughout time in many relationships (Ulag, Tumbuan & J. Rumokoy, 2023).

Stronger emotional bonds are correlated with more intense emotions of passion, love, affection, and connection. A basic human need, according to Bowlby (1979), is the urge to develop close emotional bonds with particular people.

As per Tsiotsou (2010), new research has revealed that emotional attachment to businesses can function as a dependable indicator for identifying brand loyalty. Chaudhuri & Holbrook (2001) state that empirical research suggests brand attachment has an impact on the decision to buy and the attitude of loyalty. Furthermore, Thomson, MacInnis & Park (2005) discovered a direct correlation between brand loyalty and brand attachment.

The results of this study show that brand attachment has a major impact on brand loyalty, which is consistent with another research. Shimul, Phau & Lwin (2019) defines luxury brand attachment as the affective bond that creates an emotional bond between a customer and a luxury brand, resulting in strong feelings within the customer towards the brand. Six separate dimensions are defined by Dubois, Laurent & Czellar (2001) in their study.

These include exceptional quality, high price, exclusivity, design, personal history, and superfluity. According to Keller (1993), there are ten different characteristics that help to define what luxury is. These include maintaining an elite reputation, creating intangible brand associations, adhering to high standards of quality, using logos, symbols, and packaging as drivers of brand value, cultivating secondary associations with individuals, events, nations, and other entities, putting in place controlled distribution channels, implementing a premium pricing strategy, carefully managing the brand architecture, identifying a wide range of competitors, and protecting the brand's legal protection.

2.2 Lovemarks Theory and Lovemarks Drivers

Kevin Roberts, CEO of Saatchi & Saatchi, created the term "Lovemarks" to highlight the emotional connection that exists between luxury companies and their clientele and to underscore the significance of emotions in understanding these kinds of relationships. Through his theory of consumer emotional attachment, which encompasses love and respect for brands, he identifies the Lovemarks notion as a concept defined by the sum of associations that leads to an emotional connection to certain brands. In his justification, he pointed out that lovemark which are connected to feelings of emotional attachment to goods or services have replaced brand loyalty as the driving force behind customer behavior. However, his work does not offer a thorough categorization of brand association theory.

Cho & Fiore (2015) posit that customers' love and respect for a brand are important emotional elements that impact both short-term (like the desire to remain loyal to the company) and long-term (like the intention to temporarily increase brand use) behavior. This discovery aligns with the findings of Song, Bae & Han (2019) research, which showed a favorable correlation between Lovemarks and consumer purchase intention. Foster (2008) argues that emotions, such as brand love and respect, have an impact on consumer decision-making, attitudes, and loyalty. The significance of emotions is being emphasized more than ever because they play a crucial role in the relationship between a brand and its customers. Specifically, eliciting positive emotions is necessary for consumers to engage in a variety of consumption-related activities (Han Yu & Lee, 2020).

Roberts claims that the brand's more practical qualities are expressed in respect. These characteristics affect how customers view a product or brand and assess its practical qualities, especially its dependability, performance, and reputation. When combined, these characteristics show a brand's preference among consumers. The brand's emotional traits, "mystery," "sensuality," and "intimacy," on the other hand, are all related to love and relate to the user's relationship with the brand. (Shuv-Ami, Vrontis & Thrassou, 2017; Roberts, 2005).

According to Song et al. (2019), Lovemarks' six drivers act as triggers to increase customer loyalty and emotional involvement. "Mystery" stimulates people's interest and encourages them to learn more about a brand's history. "Sensuality" creates an immediate, sensory-rich connection by appealing to the senses. "Intimacy" creates a relatable and customized experience, integrating the brand with the customer's identity. Together, "reputation" and "trust" provide the brand credibility and dependability. Finally, "performance" establishes the foundation for customer expectations by consistently delivering quality and utility. Though these motivations are important, the terms "love" and "respect" have not been given as much consideration in study initiatives.

A Lovemark and its holder share an emotional connection that is beyond simple love or loyalty. It enters a domain of love and dedication where customers actually adore the brand in addition to enjoying and trusting it. A strong emotional bond with the brand frequently results in advocacy and a desire to spread its word to others (Roberts, 2005).

2.3 Relationship between Lovemarks theory and Brand Experience and Brand Equity

The idea of brand experience, according to Brakus, Schmitt & Zarantonello (2009), is related to customers' internal and

personal reactions, such as feelings, ideas, and sensations, as well as their subsequent behaviors, which are sparked by stimuli connected to a brand. These stimuli cover a wide range of elements that make up a brand, including its settings, communications, packaging, identity, and design. All of the experiential components that encompass all of the brand's interactions are collectively referred to as the brand experience.

Carù & Cova (2003) claim that consumer experiences have the capacity to elicit emotions, ignite imaginations, and involve sensory elements, thereby forging an affective bond with clients throughout the purchasing process. Schmitt (1999) divided experiences into five categories: "think" (relating to mental processes), "feel" (associated with emotional states), "act" (referring to physical interactions), and "relate" (relating to social identity experiences) (Beig, Faseeh & Nika, Fayaz, 2019).

Oliver (1997) states that emotional consumer-brand interactions develop over time and that these experiences stick in the minds of consumers, affecting their satisfaction and loyalty. The branding literature has thoroughly examined a number of dimensions, including brand equity, brand community, brand trust, brand attachment, and brand personality. It is noteworthy that brand experience has a considerable role in influencing consumer happiness and loyalty through consumer-brand dynamics, both directly and indirectly, owing to its unique nature and dimensional structure (Brakus et al., 2009).

Brand equity, like brand experience, is a concept that incorporates numerous dimensions, as explored by Aaker, 1991. Aaker (1991) states that brand loyalty, perceived quality, brand associations, and awareness are the elements that make up brand equity. The construct being examined is a multifaceted phenomenon that is mostly based on customers' subjective assessments and beliefs about a specific brand.

According to Gallart-Camahort, De la Oliva-Ramos & Fernandez-Duran (2021), the author suggests that these attributes function as a strong indicator of the brand's value because they are able to detect alterations and may be utilized for a variety of brands, product categories, and markets.

Greve (2014) states that there is proof to back up the claim that higher levels of connection activity are positively connected with a stronger brand image. The present study raises questions about how brand image may affect participation in the premium market. In the luxury market, building and establishing brand equity depends heavily on the interplay of brand awareness, brand image, brand loyalty, and brand engagement (Gallart-Camahort et al., 2021). Cho, Fiore & Russell (2014) state that the following characteristics are part of the idea of brand image and are closely related to the drivers of lovemarks:

- **Cognitive Associations: Mystery:** Mystery includes mental associations established by captivating stories, past and present interactions with a certain brand, and future goals that reflect a particular lifestyle. Roberts (2005) asserts that very well-written stories can draw from the collective mythologies, renowned individuals, and goals of a culture (Cho et al., 2014). They provide people with inspiration and encompass past, present, and future elements. Roberts (2005) asserts that the brand's favorable associations come from the way that the brand story expresses individual goals, dreams, or an inspirational attitude. Customers' past experiences form their opinions and attitudes towards a brand, which in turn affects how they see the brand now and, in the future, (Cho et al., 2014).
- **Sensory Associations: Sensuality:** The pleasurable fusion of several senses, taste, touch, smell, hearing, and vision—that are shaped by a customer's encounters with a brand is known as sensuality. Numerous channels, including the product itself, the retail setting, and advertising initiatives, may be used to facilitate these interactions (Roberts, 2005; Cho et al., 2014). The author proposed, based on Roberts (2005), that a variety of sensory stimuli, such as auditory stimuli like music, olfactory stimulation, and a range of tactile experiences, as well as visual sensations from features like displays, logo designs, and packaging, contribute to the formation of happy associations (Cho et al., 2014).
- **Affective Associations: Intimacy:** Intimacy is the term used to describe the feelings that come from interacting with a specific brand. According to Roberts (2005), the idea of intimacy includes the relationships and emotions that customers have with brands, which in turn affects how they behave and how they feel about the brand. For example, a company's comprehension of a customer's opinions and preferences, a customer's unwavering loyalty, and a customer's enjoyable interactions with a brand may foster positive feelings and attitudes towards it (Cho et al., 2014).

3. Conceptual Framework

The purpose of this study is to provide insight into the effect of Lovemarks Drivers (Mystery, Sensuality, Intimacy, Trust, Reputation, and Performance) on Lovemarks (Love and Respect) and luxury fashion brands. Moreover, other studies have been undertaken to investigate the correlation between Lovemarks, including both love and respect, and

the emotional attachment to luxury fashion brands.

3.1 *The effect of Lovemarks Drivers (Mystery, Sensuality, Intimacy, Trust, Reputation, and Performance) on Lovemarks (Love and Respect) on luxury fashion brands.*

In the domain of branding, the concept of "Lovemarks," introduced by Roberts (2005) in "Lovemarks: The Future Beyond Brands," suggests that some brands transcend typical loyalty by forging a deep emotional connection with consumers, characterized by elements of mystery, sensuality, and intimacy, alongside trust, reputation, and performance (Roberts, 2005).

Pawle & Cooper (2006) further substantiated this by developing a diagnostic tool that transforms brands into Lovemarks, highlighting the influence of these emotional aspects on purchasing intentions and customer behavior. Subsequent research by Di Mattia, Rodríguez & Pérez-Acosta (2018) emphasized intimacy as a critical emotional trigger, with emotional responses driving 90-95% of buying decisions. Song et al. (2019) corroborated the significant impact of the antecedents of the lovemarks theory "mystery, sensuality, and intimacy" on brand love.

Montoya-Restrepo, Restrepo, Berrío & Montoya-Restrepo (2020) expanded on this by integrating the variable of brand experience into the lovemark concept, arguing for its centrality in brand co-creation. Further, Cho (2011) found that the brand's physical environment and visual identity play a vital role in shaping consumers' cognitive and emotional responses, with sensual pleasure arising from visual, olfactory, auditory, and tactile elements enhancing emotional attachment to brands. Cho identified three key intimacy themes: a firm's empathy, consumers' commitment, and enjoyment, all contributing to a lasting brand relationship (Cho, 2011).

Finally, Jahanvi & Sharma (2021) validated the brand respect scale, demonstrating its connection to increased brand loyalty and positive word-of-mouth referrals, reinforcing the notion that respect is foundational to the durability of brand relationships. This body of research collectively affirms the intricate interplay of emotional factors in consumer-brand dynamics and the enduring impact of lovemarks in the branding landscape.

Following prior studies, the following hypothesis were formed:

H₁: Lovemarks Drivers have a positive effect on lovemarks (Love and Respect) of luxury fashion brands.

H_{1a}: "Lovemarks Drivers— (1) Mystery, (2) Sensuality, and (3) Intimacy—have a positive effect on love, a subdimension of Lovemarks of luxury fashion brands."

H_{1b}: "Lovemarks Drivers— (1) Trust, (2) Reputation, and (3) Performance—have a positive effect on respect, a subdimension of Lovemarks of luxury fashion brands."

3.2 *The effect of Lovemarks, which include both love and respect on the Luxury fashion brand's emotional attachment.*

Using Kevin Roberts' "Lovemarks" idea, Esmailzadeh, Meral & Agilonu (2010) examined brand love and its main qualities. Mystery, sensuality, intimacy, and respect were used to study brand loyalty. Respect, together with these aspects, greatly develops brand love, according to studies. The study also shows how emotionally attached consumers respect others' opinions, underscoring word-of-mouth's impact in brand relationships.

This supports Esmailzadeh et al. (2010)'s finding that strong brands affect pricing. Customer loyalty allows beloved businesses to set pricing more independently, even during price hikes, according to the research. This encourages corporations to build emotional brand ties beyond pricing in consumer decision-making. Marketers must understand emotional attachment to establish unique, customer-centric brands that inspire emotional attachment in today's competitive market.

Song et al. (2019) examined lovemarks and mystery, sensuality, intimacy, trust, reputation, and performance. Lovemarks (brand love and respect) and emotional attachment were examined in a popular coffee shop. Brand emotional attachment increased brand love and respect, according to his study. Lovemark traits including sensuality, intimacy, and trust affected brand loyalty. This suggests that lovemarks can help explain commitment. Mystery, sensuality, and closeness also explain brand love, according to study.

Fetais, Algharabat, Aljafari, & Rana (2022) examine how community engagement and lovemark effect luxury fashion brand attachment. Lovemarks, which consists of "brand love" and "brand respect," forecast sales for luxury fashion brands on social media. Research on this topic offline and online supports this outcome. Social Media Marketing affects brand emotional attachment through community participation and lovemark, as shown by the entire mediation.

As per the previous studies, the following hypothesis was formulated:

H₂: "Lovemarks (Love and Respect) have a positive effect on Luxury fashion brands emotional attachment"

4. Model Development

Research and academic background show that lovemarks effect on customer loyalty and emotional attachment to brands. According to market studies, the conceptual model was created to examine lovemark drivers' effect on luxury customers' emotional attachment to luxury fashion brands as below:

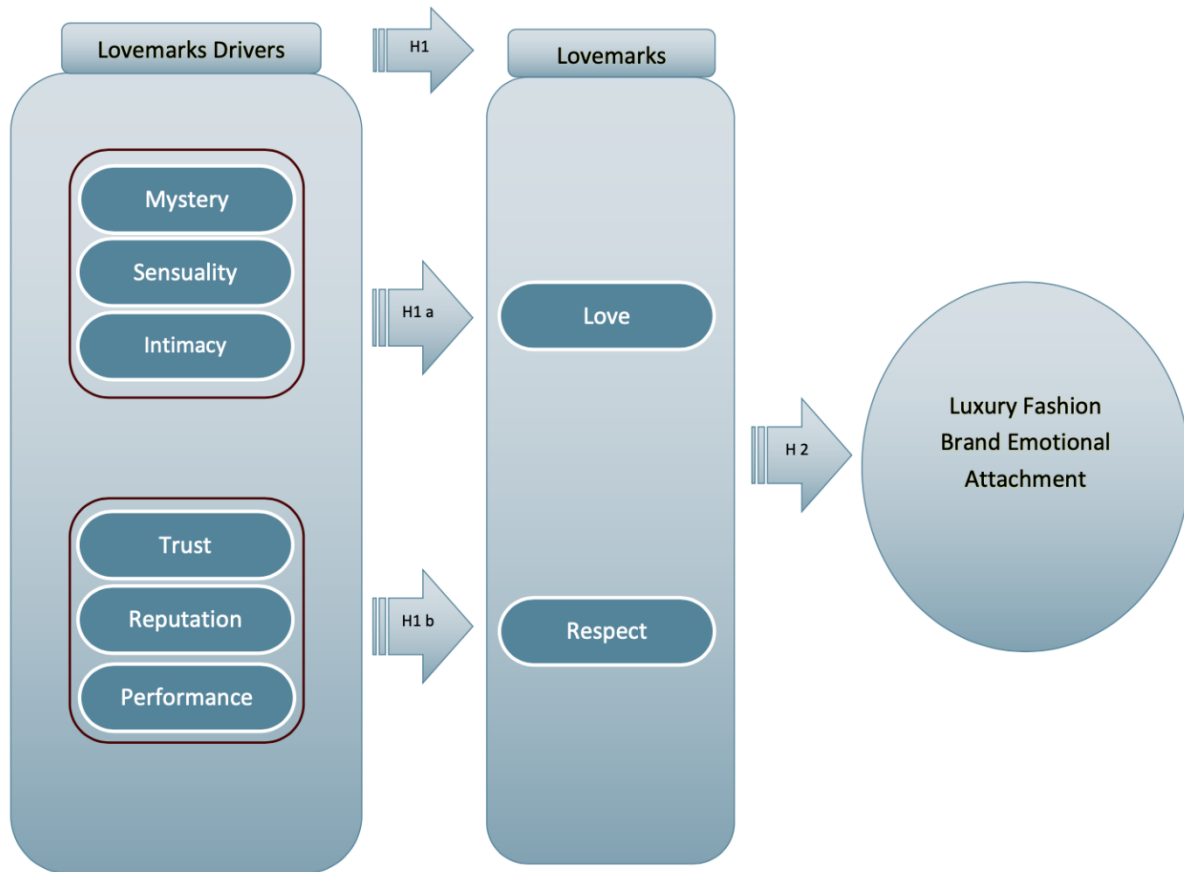


Figure 1. Prepared by the researcher

5. Methodology

The purpose for employing the Positivism research philosophy in this study is driven by the assertion that social phenomena can be understood through a neutral perspective (Melnikovas, 2018). Additionally, there is a requirement to thoroughly examine the mechanisms and structures that impact the association between Lovemarks and emotional attachment within the context of luxury fashion brands. The process of interpreting observations involves analyzing real or measurable data. This particular research paradigm employs deductive reasoning, formulation of hypotheses, empirical testing, the establishment of definitions, utilization of equations, computations, extrapolations, and articulation of findings. Positivism is a highly effective methodology for investigating and analyzing the chosen study topic.

The study aims to employ the research philosophy of Positivism and the deductive methodology, utilizing highly structured approaches, large sample sizes, and measurement techniques. The analysis will mainly employ quantitative methods, although various types of data will be considered. The objective is to uncover significant insights into the influence of Lovemarks on emotional attachment within the luxury fashion industry. This approach enhances the theoretical rigor and practical relevance of my study, facilitating the incorporation of valuable perspectives into the subject matter.

The cross-sectional study is a descriptive research design that aims to provide a snapshot of a population at a specific point in time. The study employs a research strategy that emphasizes the use of descriptive and cross-sectional approaches. The focus of this phase is to help decision-makers in the assessment and selection of the most effective

ways to tackle particular challenges, as emphasized by Malhotra and Shaiwalini (2023). The execution of the study involves the utilization of an online survey, which specifically focuses on a sample of 440 individuals who are buyers of luxury brands. The present study employs a quantitative methodology to examine customer opinions, providing insights into the complex dynamics of Lovemarks in the luxury fashion sector.

To test the research hypotheses, a five-point scale with end points of “Strongly disagree” (1) and “Strongly agree” (5) was used to measure the items in which the definitions and measurements of research constructs. Table (1) presents the definitions of research variables adopted in the current study, illustrating how the variables are measured (operationalized).

Following the validation of the model in this study by qualitative analysis, the model is then evaluated using a questionnaire administered to customers of luxury fashion brands. The data was gathered from various gender and age groups, with the exclusion of respondents who do not fall under the category of luxury fashion brand users.

The non-probability judgmental sampling technique is employed in order to pick specific respondents for the study. The selection of this sample technique was based on its unsuitability for collecting and selecting specific data on luxury consumers. This is due to the limited availability of data for only one category, namely income, although there exist various other elements that influence social class status. In the Egyptian society, social stratification is commonly determined based on factors such as economic status, professional engagement, educational attainment, and standard of lifestyle. A non-probability, judgmental sample was chosen in light of the lack of a demographic frame. Consequently, our sample selection relied on socioeconomic and lifestyle criteria.

According to the respondent profile, the percentage of female participants in the study (59.1%) exceeds that of male participants. Specifically, female respondents accounted for 59.1% of the overall sample, corresponding to a count of 260 individuals. In contrast, male respondents constituted 40.9% of the sample, with a count of 180 individuals. Furthermore, it is worth noting that the age bracket spanning from 30 to under 40 has a greater magnitude than all other age brackets, accounting for 36.8% of the whole population, which amounts to 162 individuals. Conversely, the age bracket from 20 to under 20 represents the smallest proportion, constituting merely 2.0% of the total population, equivalent to 9 individuals. The largest proportion of participants, accounting for 47.3% of the overall sample size of 208 respondents, possessed a bachelor's degree. Conversely, the smallest proportion, comprising 10.0% of the sample, consisted of individuals with a degree other than a bachelor's. This category was represented by a total of 44 respondents.

Furthermore, it is worth noting that the job category labelled as "Employed Full-Time" garnered the greatest number of participants, accounting for 34.8% of the overall sample size, which equates to a total of 153 respondents. Conversely, the employment category denoted as "Retired" received the lowest number of participants, constituting merely 7.3% of the sample, with a total of 32 respondents. The category of "Less Than 20000 EGP" for average monthly household income has the smallest proportion of respondents, accounting for 10.2% of the sample size and comprising a total of 45 respondents. The category of Average Monthly Household Income "More Than 100.000 EGP" has the highest proportion of respondents, accounting for 50.2% of the sampled population.

6. Results and Discussion

The objective of this section is to conduct an analysis of the replies acquired from the questionnaire. The present analysis encompasses the comprehensive evaluation of data validation procedures, alongside a detailed depiction of the variables under scrutiny and the rigorous verification of the research hypotheses. The analysis was conducted with SPSS version 26 and AMOS version 25. The aforementioned software applications are employed for the analysis of the data collected from the questionnaire that has been specifically designed for the current research project.

Regarding the reliability testing, it means that the responses for a group of statements forming a certain construct are consistent. To test the reliability, the Cronbach alpha value is computed which represents a scale from zero to 1. If the Cronbach alpha value for a certain construct shows a value of 0.7 or more, then the reliability is considered accepted for such construct.

Table 1. Reliability and Validity results

Variables	KMO	AVE %	Cronbach's α	Items	Factor Loading
Luxury Brands Emotional Attachment	.978	94.242	.996	EA1	.907
				EA2	.908
				EA3	.973
				EA4	.984
				EA5	.950
				EA6	.954
				EA7	.921
				EA8	.952
				EA9	.894
				EA10	.966
				EA11	.973
				EA12	.910
				EA13	.919
				EA14	.983
				EA15	.982
				EA16	.902
				EA17	.941
Mystery	.968	87.705	.984	MS1	.917
				MS2	.850
				MS3	.924
				MS4	.890
				MS5	.912
				MS6	.927
				MS7	.909
				MS8	.906
				MS9	.910
				MS10	.625
Sensuality	.977	90.380	.989	SN1	.946
				SN2	.953
				SN3	.904
				SN4	.927
				SN5	.951
				SN6	.960
				SN7	.966
				SN8	.914
				SN9	.919
				SN10	.950
				SN11	.554
Intimacy	.968	92.244	.989	IN1	.928
				IN2	.923

Variables	KMO	AVE %	Cronbach's α	Items	Factor Loading
				IN3	.931
				IN4	.925
				IN5	.929
				IN6	.937
				IN7	.923
				IN8	.910
				IN9	.896
Trust	.887	93.904	.978	TS1	.944
				TS2	.937
				TS3	.940
				TS4	.934
Reputation	.883	91.533	.969	RP1	.924
				RP2	.911
				RP3	.923
				RP4	.905
Performance	.914	87.366	.962	PR1	.729
				PR2	.932
				PR3	.905
				PR4	.913
				PR5	.890
Brand Love	.926	91.502	.977	BL1	.917
				BL2	.903
				BL3	.922
				BL4	.923
				BL5	.910
Brand Respect	.916	91.054	.975	BR1	.920
				BR2	.917
				BR3	.909
				BR4	.899
				BR5	.908

Source: Results of SPSS version 26.

Based on the facts in Table 1, the following is a summarized scientific assessment of the reliability and validity of several constructs:

Sample Size Adequacy: The Keiser-Meyer-Olkin (KMO) measure consistently above the threshold of 0.5 for all constructs, suggesting that the sample sizes were sufficient for conducting factor analysis, which is a critical component in evaluating construct validity.

The factor loadings for all cases surpassed the minimum permissible level of 0.4. The observed high range of loadings indicates a robust association between the items and their corresponding constructs, hence enhancing the construct validity.

The Average Variance Extracted (AVE) values of all constructs were found to be significantly higher than the 50% guideline. The aforementioned percentages demonstrate a significant degree of variance accounted for by the constructs, hence providing additional support for their credibility.

The Cronbach's alpha coefficients for each construct were found to exceed the required level of 0.7. The

mentioned elevated values serve as an indication of robust internal consistency and trustworthiness of the structures.

To summarize, the constructs pertaining to Luxury Brands Emotional Attachment, Mystery, Sensuality, Intimacy, Trust, Reputation, Performance, Brand Love, and Brand Respect exhibit strong levels of construct validity and reliability. This is supported by the robust KMO values, factor loadings, AVE percentages, and Cronbach's alpha coefficients. The empirical evidence affirms that these constructs exhibit statistical validity and reliability within the context of the investigation.

Table 2. SEM Analysis for the Research Variables

			Estimate	P	Standardized Estimates	R ²
Brand Love	<---	Mystery	.216	***	.224	.800
Brand Love	<---	Sensuality	.321	***	.348	
Brand Love	<---	Intimacy	.390	***	.409	
Brand Respect	<---	Trust	.268	***	.277	.666
Brand Respect	<---	Reputation	.265	***	.265	
Brand Respect	<---	Performance	.353	***	.356	
Luxury Brands Emotional Attachment	<---	Brand Love	.699	***	.617	.717
Luxury Brands Emotional Attachment	<---	Brand Respect	.320	***	.302	

Source: Results of AMOS version 25.

The structural equation modeling (SEM) analysis detailed in Table 2 elucidates the influence of several independent variables on different brand-related constructs.

6.1 Effect on Brand Love

Mystery: With an estimate of 0.216 and a significant P-value ($P < 0.05$; $P = 0.000$), Mystery is shown to have a notable positive effect on Brand Love. Sensuality: Exhibits a strong positive effect on Brand Love (estimate = 0.321, $P < 0.05$; $P = 0.000$). Intimacy: Demonstrates a significant positive impact on Brand Love (estimate = 0.390, $P < 0.05$; $P = 0.000$).

The R-squared value for Brand Love is 0.800, indicating that 80% of its variance is accounted for by these variables, showcasing a strong model fit. The standardized estimates rank the strength of relationships as follows: Intimacy (0.409), Sensuality (0.348), and Mystery (0.224), suggesting that Intimacy has the most substantial effect on Brand Love.

6.2 Effect on Brand Respect

Trust: Shows a significant positive effect on Brand Respect (estimate = 0.268, $P < 0.05$; $P = 0.000$).

Reputation: Also has a notable positive impact on Brand Respect (estimate = 0.265, $P < 0.05$; $P = 0.000$). Performance: Exhibits a strong positive influence on Brand Respect (estimate = 0.353, $P < 0.05$; $P = 0.000$).

The R-squared value for Brand Respect is 0.666, meaning the model explains approximately 66.6% of the variance.

The standardized estimates indicate that Performance (0.356), Trust (0.277), and Reputation (0.265) are predictive of Brand Respect, with Performance being the most influential.

Impact on Luxury Brands Emotional Attachment:

- Brand Love: Has a considerable positive effect (estimate = 0.699, $P < 0.05$; $P = 0.000$).
- Brand Respect: Also significantly influences Luxury Brands Emotional Attachment (estimate = 0.320, $P < 0.05$; $P = 0.000$).

The R-squared value of 0.717 indicates that the model accounts for roughly 71.7% of the variance in Luxury Brands Emotional Attachment.

The standardized estimates show that Brand Love (0.617) has a more pronounced relationship with Luxury Brands Emotional Attachment than Brand Respect (0.302), suggesting it is the stronger predictor of attachment.

In summary, the SEM analysis indicates that the constructs of Intimacy, Sensuality, and Mystery are strong predictors of

Brand Love, with Intimacy being the most significant. Trust, Reputation, and Performance are substantial determinants of Brand Respect, with Performance having the highest predictive power. Lastly, Brand Love and Brand Respect are both important predictors of Luxury Brands Emotional Attachment, with Brand Love being the predominant factor.

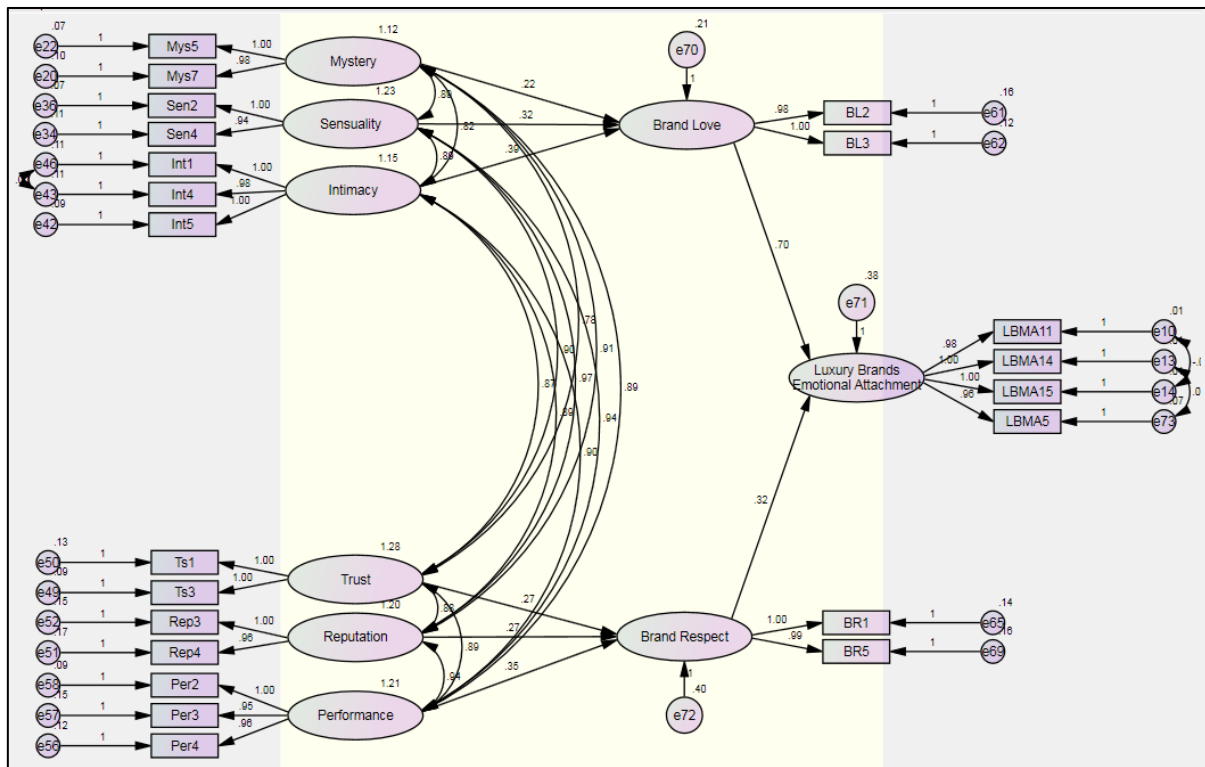


Figure 2. SEM results for the Research Variables

Source: Results of AMOS version 25

The research achieves the First Research Objective (1) “Study the key lovemarks drivers effect the luxury customer purchasing decisions.”, Through examining the First Hypothesis, which is “H1: Lovemarks Drivers have a positive effect on lovemraks (Love and Respect).” Moreover, the research achieves the Second Objective (2) “Investigate the relationship between love and respect and its effect on the emotional attachment customers create toward luxury fashion brands.” Through examining the Second Hypothesis which is “H2: Lovemarks have a positive effect on Luxury fashion brand emotional attachment.”

First Hypothesis (H₁): Lovemarks Drivers have a positive effect on lovemraks (Love and Respect). Is consists of 6 sub-hypotheses.

According to (Song et al., 2019) research findings revealed the key factors for each level of brand love and respect. According to the lovemarks theory, all of the antecedents, mystery, sensuality, and intimacy, had significant impacts on brand love. and according to Dos Santos, Rocha, Fernandez, De Padua & Reppold (2018), The most essential emotional trigger is intimacy, as research suggest that emotions influence 90-95% of responder buying decisions. The research conducted by Montoya-Restrepo et al. (2020) affirms that the lovemark concept comprises two components, namely love brand and brand respect. Furthermore, the study establishes that brand experience is a crucial element in brand co-creation, covering a third concept that is influenced by three fundamental branding actions: mystery, sensuality, and intimacy. The study conducted by Jahanvi and Sharma, M. (2021) provides evidence that supports the reliability of the brand respect scale, as well as its content, convergent, discriminant, and nomological validity. The theoretical framework of the brand respect scale posits that brand respect exerts a favorable influence on both brand loyalty and word of mouth.

First sub-hypothesis (H_{a1}): "Lovemarks Driver (Mystery) has a positive relationship of love, a subdimension of Lovemarks" According to the SEM analysis for the influence of the research variables, it was discovered that Mystery had a substantial positive effect on Brand Love, with a standardized estimate of 0.224. Customers are impacted by the brand's behavior as measured by the Mystery Driver, such as efforts to improve the customer experience, include the consumer in the company's story and history, inspire customers, and follow in their footsteps, which makes consumers

adore the brand.

The second sub-hypothesis (H_{a2}) states that "Lovemarks Driver (Sensuality) has a positive relationship with love, a Lovemarks subdimension." According to the SEM analysis for the impact of the research variables, there is a significant positive effect of Sensuality on Brand Love, as the standardized estimates are 0.348. The Sensuality Driver evaluates how the brand appeals to the senses of its customers, including sight, sound, smell, touch, and taste. These elements all play a part in influencing consumers' opinions of the brand.

Third sub-hypothesis (H_{a3}): "Lovemarks Driver (Intimacy) has a positive relationship with love, a subdimension of Lovemarks" According to the SEM analysis for the influence of the research variables, it was discovered that Intimacy had a substantial positive effect on Brand Love, with a standardized estimate of 0.409. As a result, the Intimacy driver is the most powerful driver since it assists brands in developing a genuinely intimate relationship with customers by listening to, comprehending, meeting their requirements, and addressing their problems.

According to the standardized estimates, Intimacy has a high association with Brand Love, followed by Sensuality and Mystery. This suggests that increasing the level of Intimacy in a brand's actions is most likely to increase Brand Love.

Fourth sub-hypothesis (H_{b1}): "Lovemarks Driver (Trust) has a positive relationship with Respect, a subdimension of Lovemarks" According to the SEM analysis for the impact of the research variables, it was discovered that there is a significant positive effect of Trust on Brand Respect, with the standardized estimates being 0.277. For a customer to have trust in a brand and develop an attachment to it through respect, the brand must be reliable and trustworthy in addressing the customer's concerns and providing security against risk.

Fifth sub-hypothesis (H_{b2}): "Lovemarks Driver (Performance) has a positive relationship with Respect, a Lovemarks subdimension." According to the SEM analysis for the influence of the research variables, there is a substantial positive effect of Performance on Brand Respect, with a standardised estimate of 0.356. In order to meet client expectations, the company is working on practical elements such as quality, innovation, design, durability, and functionality.

Sixth sub-hypothesis (H_{b3}): "Lovemarks Driver (Reputation) has a positive relationship with Respect, a subdimension of Lovemarks" According to the SEM analysis for the influence of the research variables, it was discovered that Reputation has a substantial positive effect on Brand Respect, with a standardized estimate of 0.265. Customers need luxury brands to be well-known, to have a strong identity, and to have high credibility in order to be positioned as premium brands, so having an amazing reputation is the brand's default.

According to the standardized estimations, Performance has a high association with Brand Respect, followed by Trust and finally Reputation. This suggests that improving a brand's performance is likely to have the biggest influence on building brand respect.

According to the results of the SEM analysis the R-squared value of "Brand Love" accounts for 80% of the variability, indicating that it can be explained by the model's independent variables. Furthermore, the R-squared value of "Brand Respect" accounts for 66.6% of the variability that can be accounted for by the model's independent variables.

Second Hypothesis (H_2): "Lovemarks have a positive effect on Luxury fashion brand emotional attachment".

Shuv-Ami et al. (2017) conducted a study to validate the relationship between the Lovemarks scale, comprising the "Love and Respect" sub-scales, and brand attachment. The findings of their research indicate a robust and positive association between the Lovemarks scale and brand attachment. Notably, the "Love" dimension emerges as the most influential factor, suggesting that the bond between consumers and brands is predominantly emotional rather than rational. Dos Santos et al. (2018) emphasize the need to understand that an increase in love and emotional attachment towards a brand might result in a higher level of respect, thus establishing a correlation between these two dimensions. The research conducted by Song et al. (2019) indicates that brand love exerts a more significant impact on brand attachment compared to brand respect. This implies that buyers are more likely to cultivate brand loyalty based on their emotional attachment to the brand, rather than their respect for it. Nevertheless, it is crucial to acknowledge that as per Roberts' (2005) findings, the longevity of brand love is contingent upon the establishment of a solid basis of profound brand respect. Hence, it is imperative for researchers and practitioners to constantly investigate both brand love and respect, as they have been recognized as crucial determinants in fostering brand attachment.

According to the Lovemarks theory, both brand love and brand respect should have a positive impact on luxury fashion brands emotional attachment; however, according to the SEM, there is a significant positive effect of Brand Love on Luxury Fashion Brands Emotional Attachment, with a standardized estimate of 0.617; however, Brand Respect has a significant positive effect on Luxury Fashion Brands Emotional Attachment, with a standardized estimate of 0.302. Furthermore, according to the data, Brand Love has a high association with Emotional Attachment to Luxury Brands, followed by Brand Respect. This means that increasing a consumer's level of Brand Love is likely to have the greatest impact on increasing Luxury Brands Emotional Attachment. As a result, customers are more likely to feel an emotional

connection to a brand than a rational one, and research shows that brand love has a greater influence than brand respect.

7. Conclusion

In conclusion, this research has meticulously validated statistical constructs pivotal to understanding consumer behavior within the luxury brand sector, with a specific focus on the concept of lovemarks and their influence on emotional attachment. The thorough reliability and validity analyses reinforce the credibility of the constructs examined, which encompass Luxury Brands Emotional Attachment, Mystery, Sensuality, Intimacy, Trust, Reputation, Performance, Brand Love, and Brand Respect.

The SEM findings reveal a significant predictive capacity of Intimacy, Sensuality, and Mystery on Brand Love, designating Intimacy as the foremost influential factor. Concurrently, Trust, Reputation, and Performance have been identified as crucial drivers for Brand Respect, with Performance being the most impactful element. The results further affirm the theory that Brand Love is more influential than Brand Respect in fostering Luxury Brands Emotional Attachment.

Through its exploration, the study successfully meets its aim by pinpointing critical lovemarks drivers that sway the purchasing decisions of luxury consumers and by shedding light on the nuanced interplay between love and respect, along with their collective influence on the emotional bonds consumers develop with luxury fashion brands. The data underscores the dominance of emotional connections over rational assessments in the development of consumer-brand relationships, emphasizing the need for luxury brands to focus on emotional resonance within their marketing strategies.

This research, while comprehensive, is not without its limitations. Future studies could expand upon this work by exploring a more diverse array of cultural contexts and by integrating qualitative methodologies to capture the depth of emotional attachments consumers form with luxury brands. Additionally, investigating the long-term impact of lovemarks on brand equity and consumer loyalty would provide further valuable insights into the enduring power of emotional connections in the luxury fashion industry. Such future research endeavors would greatly enrich the academic literature and offer practical guidance for luxury brands aiming to navigate the complex consumer landscape effectively.

Acknowledgments

Not applicable

Authors contributions

Not applicable

Funding

Self-funded

Competing interests

I Declare that I have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Informed consent

Obtained.

Ethics approval

The Publication Ethics Committee of the Redfame Publishing.

The journal's policies adhere to the Core Practices established by the Committee on Publication Ethics (COPE).

Provenance and peer review

Not commissioned; externally double-blind peer reviewed.

Data availability statement

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

Data sharing statement

No additional data are available.

Open access

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license

(<http://creativecommons.org/licenses/by/4.0/>).

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

Reference

- Aaker, D. A. (1991). Managing brand equity: capitalizing on the value of a brand name. <http://ci.nii.ac.jp/ncid/BA13425571>
- Beig, Faseeh & Nika, Fayaz. (2019). Brand Experience and Brand Equity. *Vision: The Journal of Business Perspective*, 23. 097226291986096. 10.1177/0972262919860963.
- Bowlby, J. (1979). The bowlby-ainsworth attachment theory. *Behavioral and Brain Sciences*, 2(4), 637-638. <https://doi.org/10.1017/S0140525X00064955>
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: what is it? How is it measured? Does it affect loyalty?. *Journal of marketing*, 73(3), 52-68. <https://doi.org/10.1509/jmkg.73.3.052>
- Cabigiosu, A. (2020). An overview of the luxury fashion industry. In *Palgrave advances in luxury* (pp. 9–31). https://doi.org/10.1007/978-3-030-48810-9_2
- Carù, A., & Cova, B. (2003). Revisiting consumption experience: A more humble but complete view of the concept. *Marketing theory*, 3(2), 267-286. <https://doi.org/10.1177/14705931030032004>
- Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(2), 81-93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- Cho, E. (2011). Development of a brand image scale and the impact of lovemarks on brand equity. *ResearchGate*. https://www.researchgate.net/publication/254610827_Development_of_a_brand_image_scale_and_the_impact_of_lovemarks_on_brand_equity
- Cho, E., Fiore, A. M., & Russell, D. W. (2014). Validation of a fashion brand image scale capturing cognitive, sensory, and affective associations: testing its role in an extended brand equity model. *Psychology & Marketing*, 32(1), 28–48. <https://doi.org/10.1002/mar.20762>
- Delor, M. T. I. (2012). Moda y antiguo Egipto = Fashion and ancient Egypt. *Datatèxtil*, 27, 56–63. <http://www.raco.cat/index.php/Datatèxtil/article/view/275355/364191>
- Di Mattia, V. D. S., Rodríguez, M. D. R., & Pérez-Acosta, A. M. (2018). Analysis of psychological aspects of lovemarks formation. *Informes Psicológicos*, 18(2), 115–139. <https://doi.org/10.18566/infpsic.v18n2a07>
- Dos Santos, S. B., Rocha, G. P., Fernandez, L. L., De Padua, A. C., & Reppold, C. T. (2018). Association of lower spiritual well-being, social support, self-esteem, subjective well-being, optimism and hope scores with mild cognitive impairment and mild dementia. *Frontiers in psychology*, 9, 371. <https://doi.org/10.3389/fpsyg.2018.00371>
- Dubois, B., Laurent, G., & Czellar, S. (2001). Consumer rapport to luxury: Analyzing complex and ambivalent attitudes (No. 736). HEC Paris. <http://www.hec.fr/var/fre/storage/original/application/5ecca063454eb4ef8227d08506a8673b.pdf>
- Esmailzadeh, E., Meral, S., & Agilonu, H. B. (2010). The Secret of Love: A Case of Lovemarks.
- Fetais, A. H. M., Algharabat, R., Aljafari, A. M., & Rana, N. P. (2022). Do social media marketing activities improve brand loyalty? An empirical study on luxury fashion brands. *Information Systems Frontiers*. <https://doi.org/10.1007/s10796-022-10264-7>
- Foster, A., 2008. Games and motivation to learn science: Personal identity, applicability, relevance and meaningfulness. *Journal of interactive learning research*, 19(4), pp.597-614. <https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=b5263c8102c6f6d9b478cfaa203c81d79ef01ec2>
- Gallart-Camahort, V., De la Oliva-Ramos, E., & Fernandez-Duran, L. (2021). Luxury brands: Awareness and image and its influence on loyalty and engagement. *Contextus—Revista Contemporânea de Economia e Gestão*, 19, 305-314 <https://doi.org/10.19094/contextus.2021.71415>
- Global luxury goods market accelerated after record 2022 and is set for further growth, despite slowing momentum on economic warning signs. (n.d.).

- Bain. <https://www.bain.com/about/media-center/press-releases/2023/global-luxury-goods-market-accelerated-after-record-2022-and-is-set-for-further-growth--despite-slowing-momentum-on-economic-warning-signs/>
- Greve, G. (2014). The moderating effect of customer engagement on the brand image–brand loyalty relationship. *Procedia-Social and Behavioral Sciences*, 148, 203-210. <https://doi.org/10.1016/j.sbspro.2014.07.035>
- Han, H., Yu, J., & Lee, H. (2020). Lovemarks and effect of in-flight product performance on airline passengers' purchase intention. *Social Behavior and Personality*, 48(4), 1–10. <https://doi.org/10.2224/sbp.8721>
- Jahanvi, J., & Sharma, M. (2021). Brand respect: Conceptualization, scale development and validation. *Journal of Business Research*, 132, 115–123. <https://doi.org/10.1016/j.jbusres.2021.04.016>
- Kapferer, J. (2015). Kapferer on Luxury: How Luxury Brands can Grow Yet Remain Rare. <http://ci.nii.ac.jp/ncid/BB19538884>
- Keller, K. L. (1993). Conceptualizing, measuring, and managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1), 1–22. <https://doi.org/10.1177/002224299305700101>
- Khalifa, D., & Elsahn, F. (2013). Measuring the factors affecting Egyptian consumers' intentions to purchase global luxury fashion brands. *Research Gate*, 44–59. https://www.researchgate.net/publication/318724634_Measuring_the_factors_affecting_Egyptian_consumers_intentions_to_purchase_global_luxury_fashion_brands
- Malhotra, G., & Shaiwalini, S. (2023). Environmental concern and purchase intention of pre-loved luxury products: a moderated mediation model. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-12-2022-1029>
- Marsasi, E. G., & Yuanita, A. D. (2023). Investigating the Causes and Consequences of Brand Attachment of Luxury Fashion Brand: the Role of Gender, Age, and Income. *Media Ekonomi dan Manajemen*, 38(1), 71-93. <http://dx.doi.org/10.56444/mem.v38i1.3268>
- Melnikovas, A. (2018). Towards an Explicit Research Methodology: Adapting Research Onion Model for Futures Studies. *Journal of futures Studies*, 23(2). [https://doi.org/10.6531/JFS.201812_23\(2\).0003](https://doi.org/10.6531/JFS.201812_23(2).0003)
- Montoya-Restrepo, I. A., Restrepo, I. a. M., Berrío, S. P. R., & Montoya-Restrepo, A. (2020). Lovemark effect: analysis of the differences between students and graduates in a love brand study at a public university. *Innovar-revista De Ciencias Administrativas Y Sociales*, 30(75), 43–56. <https://doi.org/10.15446/innovar.v30n75.83256>
- Okonkwo, U. U. (2007). What's in a name? The history of luxury fashion branding. In Palgrave Macmillan UK eBooks (pp. 13–58). https://doi.org/10.1007/978-0-230-59088-5_3
- Oliver, C. (1997). Sustainable competitive advantage: combining institutional and resource-based views. *Strategic management journal*, 18(9), 697-713. [https://doi.org/10.1002/\(SICI\)1097-0266\(199710\)18:9<697::AID-SMJ909>3.0.CO;2-C](https://doi.org/10.1002/(SICI)1097-0266(199710)18:9<697::AID-SMJ909>3.0.CO;2-C)
- Pawle, J., & Cooper, P. (2006). Measuring Emotion—Lovemarks, The Future Beyond Brands. *Journal of Advertising Research*, 46(1), 38–48. <https://doi.org/10.2501/S0021849906060053>
- Pourazad, N., Stocchi, L., & Pare, V. (2019). Brand attribute associations, emotional consumer-brand relationship and evaluation of brand extensions. *Australasian marketing journal*, 27(4), 249-260. <https://doi.org/10.1016/j.ausmj.2019.07.004>
- Roberts, K. (2005). Lovemarks: the future beyond brands. powerHouse Books. https://d1wqtxts1xzle7.cloudfront.net/44012240/LoveMarks-libre.pdf?1458700534=&response-content-disposition=inline%3B+filename%3DTHE_FUTURE_BEYOND_BRANDS.pdf&Expires=1704216494&Signature=AwCnH1tZO5mMGis5-Gm~KovbJEtyX0A4YSFxzR3EW8iU7j8HPbgUE5i5Q~duZAQmgWlobhfAV~gYZGCWTcq6qkCGpO25WXhghecWIP-AVu9PRB2c50zPerR4YOLBNaxceZtRmPpp0q7-mgeQzAaGsgHW7bjFfSixpJX2FNKT~s4UmIW9~MDhw4PKuGMa44e1yWBlvZRxxDRe8jI3ZF7CnMQZ4AXKrDEGBs69fsAGgVs-g1UKK4GadEGTz5dEkxxehtAWraq55d56JNwrlxF10uA2u9XbKyvJLUd6-Y6ow2PppwwQkZycj-aCJqy1tEKbUZk78f-33af4JtJEHe~SA__&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA
- Rodoula H. Tsiotsou. (2010). Brand Loyalty through Brand Attachment and Brand Trust: A Relational Perspective. *Research Gate*, 1–13. <https://doi.org/10.13140/RG.2.1.4317.7122>
- Shimul, A. S., Phau, I., & Lwin, M. (2019). Conceptualising luxury brand attachment: scale development and validation. *Journal of Brand Management*, 26(6), 675–690. <https://doi.org/10.1057/s41262-019-00158-6>
- Shuv-Ami, A., Vrontis, D., & Thrassou, A. (2017). Brand Lovemarks scale of sport fans. *Journal of Promotion*

Management, 24(2), 215–232. <https://doi.org/10.1080/10496491.2017.1360824>

- Song, H., Bae, S. Y., & Han, H. (2019). Emotional comprehension of a name-brand coffee shop: focus on lovemarks theory. *International Journal of Contemporary Hospitality Management*, 31(3), 1046–1065. <https://doi.org/10.1108/ijchm-07-2017-0436>
- Thomson, M., MacInnis, D. J., & Park, C. W. (2005). The Ties that Bind: measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Psychology*, 15(1), 77–91. https://doi.org/10.1207/s15327663jcp1501_10
- Ulag, O., F. a. Tumbuan, W. J., & J. Rumokoy, L. (2023). THE INFLUENCE OF BRAND PERSONALITY AND SELF-CONCEPT ON BRAND ATTACHMENT OF APPLE PRODUCTS. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 11 No. 1(Vol. 11 No. 1 (2023): JE. Vol 11 No 1 (2023)), 414–423. <https://doi.org/10.35794/emba.v11i1.45743>