# CAN YOU FEEL THE LUXE? EXPLORING CONSUMER-BRAND RELATIONSHIPS WITH LUXURY AND NEO-LUXURY BRANDS

Merima Činjarević, Adi Alić, Naida Hašimović,

## *Abstract*

*The present study explores linkages between the relational driver (brand involvement) and relationship out-comes (affective brand commitment and brand community identification) of consumer brand engagement among luxury and neo-luxury brands. The sample consisted of 616 consumers, compromising 311 owners of the Hugo Boss brand and 305 owners of the Massimo Dutti brand. Structural equation modelling (SEM) and multi-group analysis were used to test the proposed hypotheses. Findings suggest that brand involvement positively influences the three facets of consumer brand engagement - cognitive, affective, and behavioural, in the context of luxury and neo-luxury consumption. Moreover, the affective component of consumer brand engagement strongly predicts affective brand commitment for luxury and neo-luxury brands. Our findings indicate that the brand community identification with luxury and neo-luxury brands is only driven by affective consumer engagement.*

**Keywords:** *Luxury, Neo-luxury, Brand involvement, Brand engagement, Brand community identification, Brand commitment*

**JEL Classification:** *M00*

## 1. INTRODUCTION

Throughout the history of human civilisation, the idea of luxury has persisted. Luxury used to be viewed as an outward, purposeful, and ostentatious manifestation of social status based on one's inherited social standing (Kapferer and Bastien 2009, p. 18). Although a generally accepted definition of a "luxury brand" does not exist, brands that are considered to be luxury must be exclusive, rare, unique, and sold at a premium price (Kapferer and Laurent 2016). As a result, these brands are out of reach for most people, save for a select group of "happy few" (Chandon, Laurent, and Valette-Florence 2016; Kauppinen-Räisänen et al. 2018). However, since the late 20th century, some luxury companies have launched new product lines or sub-brands through downward brand extensions to reach middle-class consumers (Pizzetti et al. 2023). This change in the luxury market, known as the "democratisation

**Merima Činjarević**, PhD (Correspoonding author)
University of Sarajevo –
School of Economic and Business
Trg oslobođenja – Alija Izetbegović 1
71000 Sarajevo
Bosnia and Herzegovina
E-mail: merima.cinjarevic@efsa.unsa.ba
ORCID: 0000-0002-1751-8311

**Adi Alić**, PhD
University of Sarajevo –
School of Economic and Business
Bosnia and Herzegovina
E-mail: adi.alic@efsa.unsa.ba
ORCID: 0000-0002-9623-6872

**Naida Hašimović**, MA
Bosnia and Herzegovina
E-mail: naida.hasimovic@hotmail.com
ORCID: 0009-0004-9059-5382

of luxury" (Shukla, Rosendo-Ríos, and Khalifa 2022), has led to the rise of masstige or neo-luxury brands. Neo-luxury refers to "products and services that possess higher levels of quality, taste, and aspiration than other goods in the category but are not so expensive as to be out of reach" (Silverstein and Fiske 2003, p. 1). Kumar, Paul and Unnithan (2020) argue that neo-luxury or masstige complements the notion of "accessible luxury" by allowing mass customers to attain prestige status at a reasonable price. Compared with luxury brands, neo-luxury brands are aimed at a wider audience rather than a niche market; they are more accessible and easier to buy, aiming to achieve mass appeal rather than exclusivity (Pizzetti et al. 2023).

This shift in luxury brand consumption requires novel approaches to brand management. Conventional marketing instruments, like communication centred around symbols of luxury, are inadequate for achieving success in a market that is becoming more competitive and expansive (Kim et al. 2019; Nobre and Simões 2019). Moreover, masstige marketing is anticipated to be the next major paradigm shift in the literature on brand management (Chatterjee et al. 2023). Thus, scholars must develop, refine, and integrate a solid theoretical foundation for a masstige marketing strategy that can attract prospective consumers seeking prestige at affordable prices (Chatterjee et al. 2023). Moreover, it is essential to gain a more profound understanding of the connection that customers form with luxury and neo-luxury brands (Nobre and Simões 2019; Wang et al. 2022).

Notwithstanding a wealth of studies on brand relationships (e.g., Batra, Ahuvia, and Bagozzi 2012; Prentice and Loureiro 2018; Shukla, Banerjee, and Singh 2016), research on consumer-brand relationships in the context of new luxury is lacking (Bazi, Filieri, and Gorton 2020; Kumar, Paul, and Unnithan 2020; Moorlock et al. 2023; Park, Back, and Kim 2022). Moreover, there is a scarcity of research analysing drivers and brand outcomes of consumer-brand engagement of luxury brands compared to neo-luxury brands (Kumar, Paul, and Unnithan 2020; Robertson et al. 2022). To address these research gaps, the present study investigates the web of relationships between a brand and consumer within the (neo)luxury brand landscape. Because neo-luxury brands are becoming increasingly popular in the marketplace, it becomes crucial for scholars to investigate how consumers form and maintain relationships with neo-luxury brands, particularly in contrast to luxury, high-end brands. Therefore, the present research explores similarities and differences in linkages between the relational driver (brand involvement) and relationship outcomes (affective brand commitment and

brand community identification) of consumer brand engagement among luxury and neo-luxury brands. Since neo-luxury brands can be classified as either mass luxury (established luxury brands expanding into affordable segments) or born neo-luxury brands (brands created with the intent to offer premium products at accessible prices) (Das et al. 2022), we focus specifically on born neo-luxury brands.

The intended contribution of this study is threefold. First, it advances the theoretical framework of consumer brand engagement (CBE) by exploring the varying cognitive, affective, and behavioural engagement effects among luxury and neo-luxury brands. Second, the present study enhances our understanding of drivers and outcomes of consumer-brand engagement (CBE) in the neo-luxury consumption context. Third, this study provides insights into the antecedents of consumer brand community identification with "old" and "new" luxury.

The remainder of the paper is structured as follows. Section 2 starts with the theoretical underpinnings of the conceptual model and proceeds with the development of research hypotheses. Section 3 explains the methodological approach used in the current study. Results (Section 4) and discussion (Section 5) follow the methodological section. The final section includes concluding remarks, highlighting the theoretical and managerial implications of the present study.

## 2. THEORY AND HYPOTHESES

### 2.1. Theoretical background

The conceptual model of this study (Figure 1.) is based on the consumer–brand relationship paradigm and social identity theory. The consumer-brand relationship paradigm, which draws inspiration from interpersonal relationship theories, posits that there are humanlike relationship traits between consumers and brands (Alvarez and Fournier 2016; Fournier 1998). Thus, brands are active partners with consumers, and some consumers develop very close relationships with brands, akin to the love and attachment typically experienced with close friends, family, or romantic partners (Fournier 1998).

According to social identity theory, individuals interacting in a network-based community may transcend their individual identities (i.e., identity associated with an individual's personal sense of self) to establish a social identity (Vernuccio et al. 2015). The concept of social identity is defined as "a person's self-concept which derives from his knowledge of his membership of a social group together with the value

**Figure 1. Conceptual model**
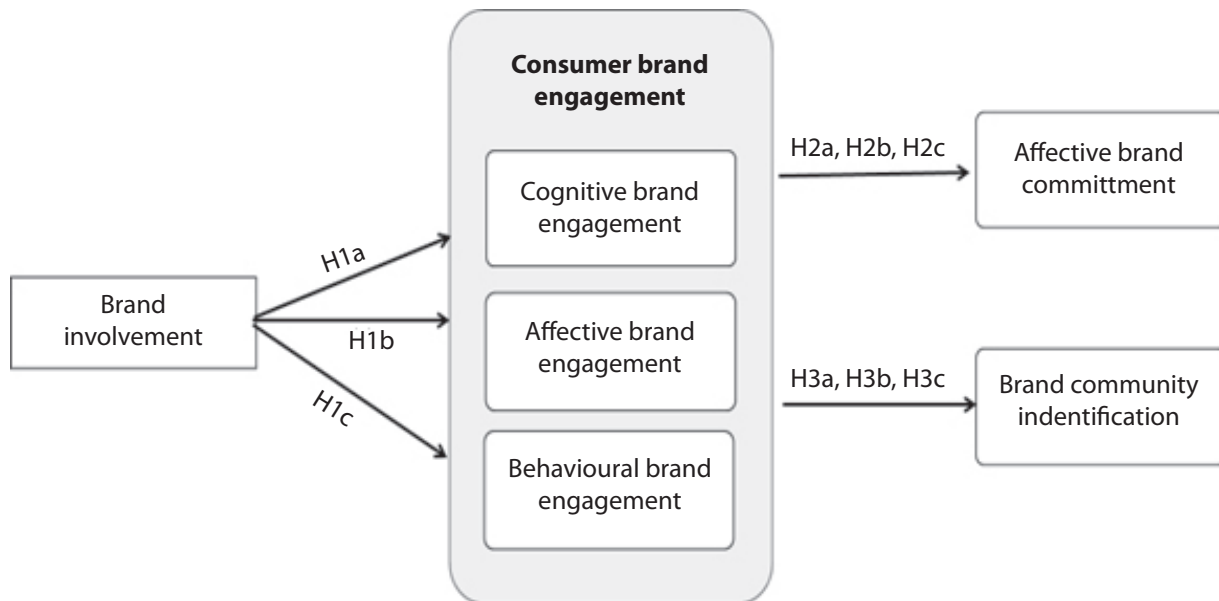


and emotional significance attached to that membership" (Tajfel 1981, p. 185). This psychological state encompasses cognitive, affective and evaluative facets (Vernuccio et al. 2015). In a network-based online community (e.g. Tiffany & Co's Facebook fan page), the cognitive component depends on self-categorization or the awareness of one's place in that virtual brand community, affective component captures the sense of emotional involvement associated with virtual brand community membership, and evaluative component refers to the positive (or negative) value ascribed to the virtual brand community membership (collective self-esteem). In the context of luxury, research suggests that status-seeking is the primary driver of consumer engagement with favourite brands via social media (Aldhamiri et al. 2024). Due to the symbolic value of luxury brands (e.g., signals of status and wealth), consumers' parasocial interactions with these brands through network-based online brands help them to enhance their self-identity (Aleem, Loureiro, and Bilro 2024).

*Brand involvement (BI).* Numerous concepts have been linked to involvement, such as motivation, interest, arousal, significance, relevance, personal connection, dedication, and attention (Wen 2020). Zaichkowsky (1985, p. 342) states that involvement is "an individual's perception of the object's significance, influenced by their inherent needs, values, and interests". According to Wen (2020, p. 653), brand involvement refers to the "individuals' perceived relevance and importance of the target brand". High brand involvement usually results in consumers actively seeking information and weighing their options, which leads to more thorough information processing

(Zaichkowsky1985). Due to luxury brands' symbolic and experiential value, brand involvement is typically higher in this context of luxury consumption (Brandão, Pinho, and Rodrigues 2019; Hennigs, Wiedmann, and Klarmann 2012). According to Bagozzi and Dholakia (2006), consumers of luxury brands frequently view these brands as manifestations of their own identities, which fosters a stronger sense of emotional connection with a brand and brand loyalty. Such intense brand involvement can lead to actions like brand advocacy, in which customers stick with a brand and actively tell others about it (Martín-Consuegra et al. 2019).

*Consumer brand engagement (CBE).* Rooted in the consumer-brand relationship paradigm, consumer brand engagement (CBE) has emerged as a compelling concept that enhances our understanding of the connection between consumers and brands. CBE has recently gained significant attention (e.g., Bazi, Filieri, and Gorton 2020; Ferreira, Zambaldi, and Guerra 2020; Lourenço et al. 2022). Since engaged customers are loyal repeat buyers who provide value to the company and are committed to the brand beyond their advocacy actions (Ndhlovu and Maree 2022), CBE plays a pivotal role in ensuring a brand's and a firm's long-term sustainability.

Over time, the concept of CBE has undergone significant redefining and modification, leading to various definitions, concepts, and rationales for its application. Nonetheless, the extant literature lacks a thorough conceptualisation (Bilro and Loureiro 2020). Previous studies on CBE have examined this idea from various angles, such as behavioural, psychological, or a mix of the two. As van Doorn et al. (2010) stated, CBE

describes how customers express their behaviour toward a company or brand in ways other than just purchasing. Likewise, Vivek, Beatty, and Morgan (2012) emphasise the value of consumers' relationships and interactions with a product or brand, independent of their intention to purchase. They offer a thorough analysis of CBE that considers social, behavioural, emotional, and cognitive factors. Consumer experiences and feelings are included in the cognitive and emotional components, while their active engagement with the brand or product is embodied in the behavioural and social elements (Vivek, Beatty, and Morgan 2012). As Vivek, Beatty, and Morgan (2012) stated, CBE is the individual's degree of engagement and connection with a company's products or services, which the company or the customer can start. Brodie et al. (2011, p. 13) defined CBE as "a psychological state that occurs by interactive, co-creative customer experiences with a focal agent/object (e.g., a brand)."

In the present study, we define CBE as a consumer's cognitive processing (cognitive), affection (emotional), and activation (behavioural) activities during specific consumer-brand interactions (Brodie et al. 2013; Hollebeek, Glynn, and Brodie 2014). Thus, CBE is viewed as a multidimensional construct, compromising cognitive processing, affection, and activation. Consumer cognitive processing involves the level of thought and analysis that occurs when individuals interact with a specific brand (Hollebeek, Glynn, and Brodie 2014). Affection is described as the level of positive emotional connection a consumer feels during a specific interaction with a brand (Hollebeek, Glynn, and Brodie 2014). Activation, the behavioural element of CBE, refers to the consumer's time and other resources devoted to a particular consumer-brand interaction (Bazi, Filieri, and Gorton 2020). In the current study, we are going to explore the outcomes of CBE, emphasising the influence of three different aspects of CBE on affective brand commitment and brand community identification.

*Affective brand commitment (ABC).* According to Suh and Han (2003), brand commitment is characterised by a long-lasting desire to maintain a relationship with a brand. Marketing literature distinguishes three dimensions of brand commitment – affective (emotional attachment to the brand), continuance or calculative (psychological attachment tied to the costs of ending a relationship), and normative (a feeling of obligation to a relationship) (Osuna-Ramirez, Veloutsou, and Morgan-Thomas 2017). Affective commitment is the term used to describe a strong emotional attachment to a brand that embodies a strong sense of self-identification. Customers who believe the company's mission aligns with their values, priorities, and beliefs

are the best indicators of affective commitment. Since an affective commitment to a brand usually results in enduring loyalty, an emotional commitment can make consumers passionate brand advocates (Kumar et al. 2022).

*Brand community identification (BCI).* Consumer brand identification is rooted in the social identity theory (Tajfel and Turner 1979), which is the fundamental and essential theoretical framework for understanding why and how individuals identify with certain groups and social entities (Rather et al. 2022). The basic premise of consumer brand identification is that individuals engage with and build relationships with brands to help them achieve identity goals, such as meeting self-defining needs (Stokburger-Sauer, Ratneshwar, and Sen 2012). This assumption is consistent with previous empirical findings that show that people buy brands for reasons other than functional benefits and consider how a brand communicates their self-identity (Popp and Woratschek 2017). Recently, some scholars have begun to study consumer identification with brand communities on social media (e.g., Dessart, Veloutsou, and Morgan-Thomas, 2015; Coelho, Rita, and Santos 2018; Kaur et al. 2020). According to Kaur et al. (2020, p. 5), brand community identification (BCI) forms a "primary psychological substrate for the kind of deep, committed, and meaningful relationships that marketers are increasingly seeking to build with their customers". Previous research suggests that BCI can lead to various outcomes, such as increased brand loyalty, positive word-of-mouth, and a stronger emotional connection to the brand, which are particularly relevant in the context of luxury brands (Bagozzi and Dholakia 2006; Martín-Consuegra et al. 2019).

## 2.2. Research hypotheses

*Relationship between brand involvement (BI)) and consumer brand engagement (CBE).* Previous research suggests that BI is directly related to components of CBE - cognitive processing, affection, and activation (Brandão, Pinho, and Rodrigues 2019; Hollebeek, Glynn, and Brodie 2014). In other words, brand-engaged consumers are more likely to actively seek out information, evaluate brand-related content critically, and form deeper brand bonds (Hollebeek, Glynn, and Brodie 2014). Besides cognitive CBE, high BI levels often elicit stronger emotional reactions, including passion, brand loyalty, and a sense of connectedness (Vivek, Beatty, and Morgan 2012). Moreover, previous research revealed a positive relationship between BI and consumer engagement in brand-related activities, including endorsing the brand, sharing brand materials, and participating in brand communities (Brandão,

Pinho, and Rodrigues 2019; Brodie et al. 2011). In light of the previously mentioned information, the following hypotheses are formulated:

H1: Brand involvement (BI) is positively related to cognitive (H1a), affective (H1b), and behavioural (H1c) aspects of consumer brand engagement (CBE) for luxury and neo-luxury brands.

*Relationship between consumer brand engagement (CBE) and affective brand commitment (ABC).* There has been significant attention in consumer behaviour research on the connection between CBE and ABC, with multiple studies emphasising the strong relationship between these constructs. Affective brand commitment (ABC) is characterised by the deep emotional connection and unwavering loyalty that customers develop towards a brand, resulting in enduring brand relationships (Fullerton 2005). Previous research suggests that CBE's cognitive, emotional, and behavioural aspects are drivers of ABC. First and foremost, building a strong emotional bond and brand loyalty requires a certain level of cognitive engagement. Individuals mentally involved with a brand cultivate a more profound comprehension and firmer convictions regarding the brand's principles and products (Hollebeek 2011). This alignment with the brand's identity and purpose strengthens the emotional bond, enhancing commitment. The affective aspect of CBE, which involves consumers' feelings and attachments towards a brand, plays a significant role in fostering brand loyalty. Research has shown that when consumers have positive emotional experiences while engaging with a brand, such as joy, pride, or excitement, they are more likely to form a deep emotional connection with that brand (Hollebeek, Glynn, and Brodie 2014). The emotional connection plays a vital role in developing a strong commitment, as it nurtures a feeling of belonging and personal connection with the brand (Vivek, Beatty, and Morgan 2012). Lastly, active participation in brand-related activities positively influences affective brand commitment. Deeply engaged consumers are more inclined to dedicate their time and energy to brand-related activities, like recommending the brand to others, participating in brand communities, or making regular purchases of brand products (Bowden 2009).

Overall, CBE's cognitive, affective, and behavioural aspects are related to ABC. By promoting deeper mental connections, stronger emotional bonds, and active participation, these aspects of engagement play a significant role in cultivating consumers' emotional connection to a brand (Hollebeek 2011; Vivek, Beatty, and Morgan 2012). Thus, the following hypotheses are formulated:

H2: Cognitive (H2a), affective (H2b), and behavioural (H2c) aspects of consumer brand engagement (CBE) are positively related to the affective brand commitment (ABC) for luxury and neo-luxury brands.

*Relationship between consumer brand engagement (CBE) and brand community identification (BCI).* Cognitive engagement, which refers to the mental effort that a customer invests in processing information linked to a brand, facilitates the creation of a deeper connection with the community around the brand. According to the research conducted by Brodie et al. (2011), a greater feeling of community identity is usually developed due to this cognitive relationship with a brand. Emotional connection, which is referred to as affective engagement, is a key component in the process of developing brand community identity. This is because affective engagement develops an emotional resonance inside the community and provides consumers with a feeling of acceptance (Hollebeek 2011). Behavioural engagement, which involves advocacy and active involvement, reinforces this connection since it raises the possibility that customers would perceive themselves as key members of the brand community (Vivek, Beatty, and Morgan 2012). Thus, the following hypotheses are formulated:

H3: Cognitive (H3a), affective (H3b), and behavioural (H3c) aspects of consumer brand engagement (CBE) are positively related to the brand community identification (BCI) for luxury and neo-luxury brands.

## 3. METHODOLOGY

### 3.1. Data collection and sample

A quantitative approach was used to test the research hypotheses. A survey method was employed to explain and analyse the relationships between the constructs of interest. Following the purposive sampling approach, a cross-sectional, self-administered survey was applied to gather information from consumers who already owned the products of the *Hugo Boss* brand (luxury fashion brand) and *Massimo Dutti* brand (neo-luxury fashion brand). Purposive sampling is a common and well-established practice in luxury brand research (e.g., Pourazad, Stocchi, and Pare 2021). Given the nature of luxury and neo-luxury consumption, it is essential to gather insights from consumers who have had experience with the brands under the study. Potential respondents were recruited through mail and social media posts among friends and personal acquaintances. The listed fashion

brands, *Hugo Boss* and *Massimo Dutti,* were chosen for two reasons: (1) they are accessible to consumers in the domestic market – Bosnia and Herzegovina, and (2) they fall into the luxury or neo-luxury category within *The Fashion Pyramid of Brands*. According to Cillo and Verona (2008), fashion brands can be classified into five levels. From top to bottom, these levels are represented as haute couture (exclusive, custom-fitted high-end fashion), ready to wear (high quality and expensive first lines of designer fashion), diffusion (second lines of designer fashion), bridge (higher prices but relatively affordable designer fashion), and mass market (affordable, widely available fashion). Previous studies (Phau, Matthiesen, and Shimul 2021; Truong, McColl, and Kitchen 2009) confirm *Hugo Boss's* status as a traditional luxury brand. Its pricing strategy and brand image align with the ready-to-wear segment, which caters to consumers seeking luxury and exclusivity without the ultra-premium prices associated with haute couture. On the other hand, *Massimo Dutti* is positioned within the bridge and diffusion segments, aligning with the concept of masstige (mass + prestige) and neo-luxury branding. Unlike *Hugo Boss*, Massimo Dutti focuses on providing premium design and quality at a more accessible price point, which reflects the growing trend of affordable/masstige luxury (Solomon and Mrad 2022). In the absence of specific data about the luxury fashion market size and share in Bosnia and Herzegovina, we have considered the brands' overall market positioning and their appeal to consumers in similar markets. *Hugo Boss* is internationally recognized as a traditional luxury brand, known for its high-quality men's and women's apparel, shoes, and accessories. *Massimo Dutti* is perceived as a masstige or neo-luxury brand, offering premium products at more accessible price points (Solomon and Mrad 2022). These global perceptions likely influence consumer familiarity and brand perception in Bosnia and Herzegovina, aligning with our study's focus on traditional luxury and neo-luxury fashion brands.

Data were collected between April and August 2022, and in the data collection process, no incentives were given to the participants. Thus, the participants voluntarily took part in the survey. As a result, 616 completed questionnaires were received, compromising 311 owners of *Hugo Boss* brand products and 305 owners of *Massimo Dutti* brand. The sample consisted of a slightly higher proportion of females (51.8%) than males (48.2%). Regarding age, 79.1% of participants were between 25 and 54 years old. In terms of education, 74.4% of participants said they held at least a Bachelor's degree. Almost all participants (97.1%) were full-time employees.

## 3.2. Measurement instrument

The research instrument was made up of established scales that had already been validated in previous research. Brand involvement in a luxury or neo-luxury brand was measured by Zaichkowsky's (1994) scale, which consists of 10 items capturing cognitive, emotional, and behavioural aspects of involvement. The CBE scale developed by Hollebeek, Glynn, and Brodie (2014) was used to measure three facets of CBE - cognitive, affective, and behavioural. Affective brand commitment (ABC) to a luxury or neo-luxury brand was measured using a scale developed by Meyer and Allen (1991). Finally, consumer identification with members of the luxury or neo-luxury brand community was measured by the items suggested by Algesheimer, Dholakia and Herrmann (2005). All involved constructs were measured using a seven-point Likert scale, ranging from "1 = completely disagree" to "7 = completely agree".

## 4. RESULTS

Three steps were involved in the data analysis. First, we tested the measurement model using confirmatory factor analysis (CFA); next, we investigated hypotheses in the proposed conceptual model using the structural equation modelling (SEM) technique; and finally, we employed a multi-group modelling technique to assess whether there were differences in the involvement – engagement – commitment/identification links among luxury and neo-luxury brands. The statistical programs Amos 24.0 and SPSS 24.0 were used to analyse the data.

*Measurement model assessment.* The maximum-likelihood method (MLM) was used to estimate the measurement model and various fit indices were used to assess the model fit. The measurement model's overall fit to the data was deemed acceptable by the model evaluation criteria, which were as follows: $\chi^2 = 1180.274$ (p<0.001); $\chi^2/df = 5.09$; CFI = 0.96; TLI = 0.95; RMSEA = 0.08, and SRMR = 0.04. Average Variance Extracted (AVE) and Composite Reliability (CR) were used to confirm the reliability of each construct. Since all constructs' composite reliability (CR) scores were higher than the necessary cut-off value of 0.7 (Bagozzi and Yi 2012) and average variance extracted (AVE) values were higher than 0.5 (Hair et al. 2010), it was determined that all constructs were highly consistent and reliable. The first-order constructs and items (manifest variables) had standardised factor loadings ranging from 0.772 to 0.998, all of which were statistically significant (p<0.001) (Table 1.). These results imply that the convergent validity is met.

**Table 1. Scaling and measurement properties**

| Construct and items | St. loadings | Standard error | CR | AVE |
|---|---|---|---|---|
| Brand involvement (BI) | | | 0.953 | 0.771 |
| Buying the HB/MD brand is important to me. | 0.772 | Fixed | | |
| I am interested in buying clothing, shoes, and fashion accessories from the HB/MB brand. | 0.897 | 0.442 | | |
| The HB/MD brand means a lot to me. | 0.842 | 0.045 | | |
| Buying the HB/MD brand is attractive. | 0.779 | 0,04 | | |
| Buying the HB/MD brand is a worthless purchase for me.* | 0.906 | 0.038 | | |
| HB/MD brand is a brand that I do not think about much before buying.* | 0.904 | 0,041 | | |
| For me, buying the HB/MD brand is unnecessary. * | 0.912 | 0,04 | | |
| Cognitive consumer brand engagement (C - CBE) | | | 0.969 | 0.912 |
| Buying HB/MD products makes me think about the brand. | 0.998 | Fixed | | |
| When using its products, I think a lot about the HB/MD brand. | 0.995 | 0.05 | | |
| By using HB/MD products, my interest in learning about the brand grows. | 0.866 | 0.018 | | |
| Affective consumer brand engagement (A - CBE) | | | 0.973 | 0.902 |
| I feel filled with positive energy when using the HB/MD brand. | 0.972 | Fixed | | |
| Interaction with the HB/MD brand makes me happy. | 0.934 | 0.019 | | |
| I feel good when interacting with the HB/MD brand. | 0.957 | 0.016 | | |
| I am proud to buy/use the HB/MD brand. | 0.935 | 0.02 | | |
| Behavioural consumer brand engagement (B - CBE) | | | 0.969 | 0.837 |
| I am buying/using more HB/MD brand compared to other luxury/neo-luxury brands. | 0.974 | Fixed | | |
| Whenever I buy a luxury/neo-luxury brand, I buy the HB/MD brand. | 0.894 | 0.021 | | |
| HB/MD brand is my first choice when I think about buying a luxury/neo-luxury brand. | 0.873 | 0.025 | | |
| Affective brand commitment (ABC) | | | 0.980 | 0.942 |
| I feel an emotional connection to the HB/MD brand. | 0.989 | Fixed | | |
| I often consider the HB/MD brand to be a part of my family. | 0.938 | 0.016 | | |
| I feel a strong affiliation with the HB/MD brand. | 0.984 | 0.010 | | |
| Brand community identification (BCI) | | | 0.943 | 0.770 |
| I am connected to a group of consumers who have bought/used the HB/MD brand). | 0.987 | Fixed | | |
| I share the same goals with the consumer group members who have bought/used the HB/MD brand. | 0.853 | 0.024 | | |
| Friendship with the group of buyers of the HB/MD brand is important to me. | 0.924 | 0.017 | | |
| If a group of buyers of the HB/MD brand planned an activity, I believe that we would plan it together | 0.830 | 0.026 | | |
| I see myself as part of the HB/MD consumer community. | 0.762 | 0.031 | | |

Note: Fit indices: χ2 = 1180.274 (p<0.001); χ2/df = 5.09; CFI = 0.96; TLI = 0.95; RMSEA = 0.08, and SRMR = 0.04; CR = composite reliability; AVE = average variance extracted. HB- Hugo Boss; MD – Massimo Dutti. * Reverse coded items

Source: Authors' own research and analysis

Furthermore, we used a discriminant-validity assessment derived from Fornell and Larcker's (1981) technique. Table 2 suggests that the AVE of our constructs is higher than their specific squared correlations, supporting the discriminant validity of the current study.

*Structural model and hypotheses testing.* Structural equation modelling (SEM) analysis was employed to test the research hypotheses. SEM was performed independently for the whole sample and two types of brands - luxury and neo-luxury. The estimation of the conceptual model (see Figure 1.) produced the

following model fit indices: $\chi^2$ =1283.623 (p<0.01), $\chi^2$/df = 5.46, CFI = 0.95; TLI = 0.95; RMSEA = 0.08; SRMR = 0.07. After assessing the fit, we proceeded with the testing of research hypotheses. The results of the structural model are presented in Table 3.

The results indicate that brand involvement (BI) significantly positively affects three facets of CBE – cognitive, affective, and behavioural for luxury and neo-luxury brands. Thus, hypotheses H1a, H1b, and H1c are supported. Regarding the effect of the cognitive aspect of consumer brand engagement (C-CBE) on affective brand commitment (ABC), our results

**Table 2. Reliability, convergent, and discriminant validity**

| Construct | Composite reliability and convergent validity | | Discriminant validity | | | | | |
| | CR | AVE | BI | C- CBE | A- CBE | B- CBE | BCI | ABC |
|---|---|---|---|---|---|---|---|---|
| BI | 0.953 | 0.771 | 0.878a | | | | | |
| C- CBE | 0.969 | 0.912 | 0.400 | 0.955 | | | | |
| A- CBE | 0.973 | 0.902 | 0.823 | 0.492 | 0.950 | | | |
| B- CBE | 0.939 | 0.837 | 0.725 | 0.418 | 0.893 | 0.915 | | |
| BCI | 0.943 | 0.770 | 0.705 | 0.330 | 0.707 | 0.621 | 0.878 | |
| ABC | 0.980 | 0.942 | 0.610 | 0.515 | 0.617 | 0.571 | 0.667 | 0.971 |

Note: BI = Brand involvement; C- CBE = Cognitive consumer brand engagement; A- CBE = Affective consumer brand engagement; B- CBE = Behavioural consumer brand engagement; BCI = Brand community identification; ABC = Affective brand commitment. aSquare root AVE values are in diagonals and correlations (r) are off-diagonal values.

Source: Authors' own research and analysis

**Table 3. Structural model**

| Hypotheses | Paths | Total sample | Luxury brand (LUX) | Neo-luxury brand (NEO-LUX) | Statistically significant difference | Outcome |
|---|---|---|---|---|---|---|
| H1a | BI→ C-CBE | β =0.433*** | $\beta_L$ =0.802*** | $\beta_{NL}$=0.191*** | √ (p < 0.001) | Supported |
| H1b | BI → A-CBE | β =0.839*** | $\beta_L$ =0.891*** | $\beta_{NL}$ =0.804*** | X (ns) | Supported |
| H1c | BI→ B-CBE | β =0.734*** | $\beta_L$ =0.804*** | $\beta_{NL}$ =0.683*** | X (ns) | Supported |
| H2a | C-CBE → ABC | β =0.286*** | $\beta_L$ =-0.041$^{ns}$ | $\beta_{NL}$ =0.136$^{ns}$ | X (ns) | Rejected |
| H2b | A-CBE → ABC | β =0.422*** | $\beta_L$ =0.537*** | $\beta_{NL}$ =0.487*** | X (ns) | Supported |
| H2c | B-CBE → ABC | β =0.081$^{ns}$ | $\beta_L$ =0.296** | $\beta_{NL}$ =-0.027$^{ns}$ | √ (p < 0.05) | Rejected |
| H3a | C-CBE → BCI | β =-0.019$^{ns}$ | $\beta_L$ =0.075$^{ns}$ | $\beta_{NL}$ =-0.222*** | √ (p < 0.001) | Rejected |
| H3b | A-CBE → BCI | β =0.807*** | $\beta_L$ =0.692*** | $\beta_{NL}$ =0.879*** | √ (p < 0.001) | Supported |
| H3c | B- CBE→ BCI | β =-0.097$^{ns}$ | $\beta_L$ =0.151$^{ns}$ | βNL =-0.269$^{ns}$ | √ (p < 0.001) | Rejected |

Notes: ***p < 0.001; **p < 0.05; BI = Brand involvement; C-CBE = Cognitive consumer brand engagement; A-CBE = Affective consumer brand engagement; B-CBE = Behavioural consumer brand engagement; BCI = Brand community identification; ABC = Affective brand commitment

Source: Authors' own research and analysis

showed that this link was statistically insignificant for both luxury ($\beta_{LUX}$ = - 0.041$^{ns}$) and neo-luxury ($\beta_{NEO-LUX}$ = 0.136$^{ns}$) brands. Thus, the hypothesis H2a was rejected. In terms of the importance of the affective component of consumer brand engagement (A-CBE), findings indicate that A-CBE leads to the affective commitment to a brand (ABC) for both luxury and neo-luxury brands ($\beta_{LUX}$ = 0.537, p<0.001; $\beta_{NEO-LUX}$ = 0.487, p<0.001), supporting the hypothesis H2b. Moreover, the results showed that the relationship between the behavioural aspect of consumer brand engagement (B-CBE) and affective brand commitment (ABC) was statistically significant for luxury brands but not for neo-luxury brands ($\beta_{NEO-LUX}$ = -0.027$^{ns}$). In addition, the link between B- CBE and ABC was found to be statistically insignificant for the overall sample (luxury and neo-luxury brands)($\beta$ = 0.081$^{ns}$). Thus, our results do not support hypothesis H2c.

In terms of the effect of three facets of consumer brand engagement (CBE) – cognitive, affective, and behavioural on brand community identification (BCI), our findings revealed that cognitive and behavioural aspects of CBE (C-CBE and B-CBE) did not have a significantly positive influence on the BCI for luxury brands ($\beta_{LUX}$ = 0.075$^{ns}$; $\beta_{LUX}$ = 0.151$^{ns}$). In the context of neo-luxury brands, our results showed that the relationships between cognitive and behavioural aspects of consumer brand engagement (C-CBE and B-CBE) and BCI were negatively related. Thus, the hypotheses H3a and H3c are rejected. However, the affective aspect of consumer brand engagement (A-CBE) has a positive and significant effect on BCI for luxury brands ($\beta_{LUX}$=0.692, p<0.001) and neo-luxury brands ($\beta_{NEO-LUX}$ = 0.879, p<0.001), supporting the hypothesis H3b.

In the final step of our analysis, we investigated Chi-square distributions that illustrated a significant difference between path coefficients representing luxury and neo-luxury brands. The Chi-square ($\chi^2$) test showed that the model that predicts differences between luxury and neo-luxury brands statistically better explained the mentioned relationships than the model in which differences between these brands are not observed ($\chi^2$ = 129.816, df = 27, p<0.00). Statistically significant differences in paths between luxury and neo-luxury brands were found in terms of the intensity of brand involvement (BI) influence on the cognitive dimension of CBE (C-CBE), indicating that the relationship between BI and cognition is stronger for luxury than neo-luxury brands. Moreover, our results indicate a significant difference between luxury and neo-luxury brands regarding the link between the behavioural dimension of CBE (B-CBE) and affective brand commitment (ABC), indicating that behavioural CBE leads to the ABC for luxury brands but

not neo-luxury brands. Furthermore, findings suggest that the relationships between three facets of CBE – cognition, affection, and action and BCI- significantly differ between luxury and neo-luxury brands. More precisely, our findings showed that the link between the affective component of CBE (A-CBE) and brand community identification (BCI) was much stronger for neo-luxury brands than for luxury brands. Also, findings revealed that the links between two facets of CBE (cognition and action) and BCI were negative, although insignificant, for neo-luxury brands, while these links were positive for luxury brands.

## 5. DISCUSSION

The study's findings revealed that brand involvement (BI) drives cognitive, affective, and behavioural aspects of consumer brand engagement (CBE) for luxury and neo-luxury brands. These results can be explained by the Elaboration Likelihood Model (ELM) of persuasion (Petty and Cacioppo 1986). ELM states that consumers involved in a brand are more likely to process information centrally, resulting in more profound cognitive elaboration, stronger emotional connections, and favourable behavioural intentions. Thus, consumers who are highly involved with a brand are more likely to process information related to it, form emotional bonds with it, and behave in ways consistent with their level of involvement (Hollebeek 2011). Moreover, the positive relationship between brand involvement (BI) and CBE aligns with the relationship marketing theory, highlighting the significance of establishing and preserving long-lasting customer relationships (Morgan and Hunt 1994). Since customers who are highly involved with a brand see more value in maintaining a relationship with a brand, high consumer involvement frequently results in greater brand engagement.

Moreover, the present study indicates a strong positive relationship between affective consumer brand engagement (A-CBE) and affective brand commitment (ABC) for luxury and neo-luxury brands. These results further support the theoretical tenets of the brand attachment theory (Park et al. 2010), indicating that consumers tend to form emotional bonds with luxury and neo-luxury brands similarly and that these bonds lead to a greater affective commitment to the brand. The current study also confirmed that the affective dimension of CBE (A-CBE) played an essential role in brand community identification (BCI). The idea that brands function as cultural resources for identity construction and social connection is supported by several theoretical frameworks in marketing, including

social identity theory (Tajfel and Turner 1986), brand equity model (Keller 2001), and consumer culture theory – CCT (Arnould and Thompson 2005). Contrary to previous research (Batra, Ahuvia, and Bagozzi 2012; Hollebeek, Glynn, and Brodie 2014), our study did not find the existence of a relationship between the cognitive aspect of CBE (C-CBE) and affective brand commitment (ABC) for luxury brands. The nature of "old luxury" consumption may account for these results. According to Kapferer and Bastien (2009), luxury brands frequently arouse feelings of exclusivity, heritage, and status. According to research by Batra, Ahuvia, and Bagozzi (2012), emotional ties rather than cognitive assessments are typically the driving forces behind luxury brand loyalty.

## 6. CONCLUSION

Despite the large body of academic research on neo-luxury marketing (e.g., Das, Jebarajakirthy, and Sivapalan 2022; Kumar, Paul, and Unnithan 2020; Kumar and Paul 2018), a theoretical framework explaining consumer-brand relationships in the (neo) luxury world is still lacking. The present study addresses this gap by examining how brand involvement (BI) influences cognitive, affective, and behavioural aspects of consumer brand engagement (CBE) and how CBE shapes the affective brand commitment (ABC) and brand community identification (BCI) in the luxury and neo-luxury consumption contexts.

The first conclusion of the present study is that brand involvement (BI) significantly predicts cognitive, affective, and behavioural facets of consumer brand engagement (CBE) for luxury and neo-luxury brands. The second conclusion is that the affective aspect of CBE (A-CBE) is an essential driver of affective brand commitment (ABC) and brand community identification (BCI) for luxury and neo-luxury brands. The third conclusion is that relationships between three facets of CBE – cognition, affection, and action and BCI significantly differ among luxury and neo-luxury brands.

The theoretical contribution of the present study is three-fold. First, it advances the theoretical framework of consumer brand engagement (CBE) by exploring the varying cognitive, affective, and behavioural engagement effects among luxury and neo-luxury brands. The findings indicate that emotional engagement plays a significant role in forming affective brand commitment and the sense of belonging to a brand community in luxury and neo-luxury consumption settings. However, the impact of cognitive and behavioural engagement is more complex and can differ significantly depending on whether we are considering luxury or neo-luxury brands. Thus, different theories explaining consumer brand engagement (e.g., relationship marketing theory, social identity theory, service-dominant logic, self-congruity theory) require further refinement to account for contextual differences between luxury and neo-luxury brands. Second, while antecedents and outcomes of consumer brand engagement (CBE) have been thoroughly studied in the context of "old luxury", the role of CBE in neo-luxury consumption has remained under-explored. Thus, the present study enhances our understanding of drivers and outcomes of consumer-brand engagement (CBE) in the neo-luxury consumption context. Third, this study provides fresh perspectives on the emergence and maintenance of brand communities related to the "old" and "new" luxury. Our study emphasises the importance of emotional bonds in brand community building, implying that social identity theory and consumer culture theory may be lucrative frameworks for understanding brand community dynamics in luxury and neo-luxury consumption settings.

Beyond theoretical implications, the current study provides several practical implications for marketing practitioners. The study's findings demonstrate the pivotal role of brand involvement (BI) in fostering cognitive, affective, and behavioural engagement with luxury and neo-luxury brands. These results imply that customers who have a strong bond with a brand are more likely to think about it (cognitive engagement), feel good about it (affective engagement), and act in ways that promote the brand, like buying products or speaking out in favour of it (behavioural engagement). Since luxury brands are associated with the uniqueness characteristics (e.g., craftsmanship, heritage, timelessness, experiential pleasure) (Kim et al. 2019; Pizzetti et al. 2023), luxury brand managers should develop strategies highlighting these distinctive qualities to increase brand involvement. Brand involvement can be enhanced through storytelling that communicates the brand's history. For instance, *Chanel* produced the "Once Upon a Time" film series, which tells the founder's true story and reminds consumers of the brand's rich heritage. These films portray Coco Chanel as a strong, free, independent, feminine, and attractive woman— which are qualities she provides to her customers.

On the other hand, neo-luxury brands, characterised by their modern, approachable, and trend-driven nature, should increase customer engagement by conforming to modern values and lifestyles. Themes of seduction, renewal, and seasonality have been found to be prevalent in neo-luxury brand advertising (Kim et al. 2019). Therefore, neo-luxury brand

managers should create advertising campaigns and build influencer partnerships that project youthful, fashionable and sexy vibes.

Since the affective commitment to luxury brands is not significantly impacted by cognitive engagement, luxury brand managers should reevaluate how they handle the cognitive aspect of engagement. Thus, luxury brand managers should combine affective and cognitive engagement strategies, like brand storytelling that captivates customers emotionally and provides information. To bridge the gap between emotional attachment and cognitive understanding, one way to do so could be to combine historical facts with the personal stories of artisans or brand heritage that inspires pride or nostalgia (e.g., *Carolina Herrera* organised museum exhibitions of Herrera's designs, celebrating 35 years in the fashion industry).

In the neo-luxury consumption context, the lack of a significant effect of behavioural engagement on affective commitment implies that merely encouraging consumers to interact with the brand more often might not result in deeper emotional ties. Therefore, neo-luxury brand managers should try to make these interactions with a brand more meaningful and emotionally resonant. For instance, neo-luxury brands should develop loyalty programs or brand events that recognise and honour consumers for their emotional investment by having first-hand access to brand experiences or behind-the-scenes fashion shows that strengthen a fan's emotional bond with the company.

The negative, although insignificant, relationships between cognitive and behavioural CBE and BCI in the context of neo-luxury consumption suggest that neo-luxury brands need to reevaluate how they interact with customers in brand communities. In order to prevent an unintentional weakening of the sense of belonging within the community, brand managers should steer clear of community activities that place an excessive emphasis on product knowledge (cognition) or purchase behaviour (action) and focus more on emotional bonds with a brand.

Despite adding to the body of knowledge related to the consumer-brand relationships paradigm in luxury and neo-luxury consumption contexts, it is important to recognise certain limitations of this study. First, since the study's cultural and economic context is restricted to one country – Bosnia and Herzegovina, a cross-cultural investigation that looks at how culture shapes consumer relationships with traditional and neo-luxury brands could be carried out (Hollebeek 2017; Pizzetti et al. 2023). Second, this study focuses on only one product category – fashion and accessories; thus, the generalizability of our findings might be constrained. Therefore, future studies focusing on

different product categories and brands along the spectrum of luxury and neo-luxury brands are advised. Third, the present study was carried out at a specific time and is cross-sectional. However, because consumer engagement is dynamic, longitudinal research should be conducted to learn more about how consumer relationships with luxury and neo-luxury brands develop over time (Viswanathan et al. 2017). Fourth, the non-random nature of purposive sampling limits the generalizability of the findings to the broader population. Future research could benefit from employing probability sampling techniques to improve the representativeness and generalizability of the results. Lastly, it is important to acknowledge that *Hugo Boss* underwent a major rebranding in 2022, splitting into two distinct brands: *Hugo* and *Boss*. This rebranding may have influenced brand positioning and consumer perception, which presents a potential limitation in terms of the study's long-term relevance.

# References

Aldhamiri, A., Carlson, J., Vilches-Montero, S., Rahman, S. M., and Gudergan, S. P. 2024. What drives higher active customer engagement in luxury brands' social media? Measurement and contingencies. Journal of Retailing and Consumer Services 79: 1-26.

Aleem, A., Loureiro, S. M. C., and Bilro, R. G. 2024. Luxury fashion consumption: a review, synthesis and research agenda. Spanish Journal of Marketing - ESIC 28 (2): 144-164.

Algesheimer, R., Dholakia, U. M., and Herrmann, A. 2005. The social influence of brand community. Journal of Marketing 69 (1): 19-34.

Alvarez, C. and Fournier, S. 2016. Consumers' relationships with brands. Current Opinion in Psychology 10: 129–135.

Arnould, E. J. and Thompson, C. J. 2005. Consumer Culture Theory (CCT): Twenty years of research. Journal of Consumer Research 31 (4): 868–882.

Bagozzi, R. P. and Dholakia, U. M. 2006. Antecedents and purchase consequences of customer participation in small group brand communities. International Journal of Research in Marketing 23 (1): 45-61.

Bagozzi, R. P. and Yi, Y. 2012. Specification, evaluation, and interpretation of structural equation models. Journal of the Academy of Marketing Science 40 (1): 8–34.

Batra, R., Ahuvia, A., and Bagozzi, R. P. 2012. Brand love. Journal of Marketing 76 (2): 1-16.

Bazi, S., Filieri, R., and Gorton, M. 2020. Customers' motivation to engage with luxury brands on social media. Journal of Business Research 112 (C): 223-235.

Bilro, R. G. and Loureiro, S. M. 2020. A consumer engagement systematic review: synthesis and research agenda. Spanish Journal of Marketing - ESIC 24 (3): 283-307.

Bowden, J. L.-H. 2009. The Process of Customer Engagement: A Conceptual Framework. Journal of Marketing Theory and Practice 17 (1): 63–74.

Brandão, A., Pinho, E., and Rodrigues, P. 2019. Antecedents and consequences of luxury brand engagement in social media. Spanish Journal of Marketing-ESIC 23 (2): 163–183.

Brodie, R. J., Hollebeek, L. D., Jurić, B., and Ilić, A. 2013. Consumer engagement in a virtual brand community: An exploratory analysis. Journal of Business Research 66 (1): 105-114.

Brodie, R. J., Hollebeek, L. D., Jurić, B., and Ilić, A. 2011. Customer engagement: Conceptual domain, fundamental propositions, and implications for research. Journal of Service Research 14 (3): 252-271.

Chaurasia, M., Kumar, A., and Kumar Panda, R. 2024. Two decades of research on "masstige" marketing: A systematic literature review and future research agenda. International Journal of Consumer Studies 48 (5): e13077.

Chandon, J. L., Laurent, G., and Valette-Florence, P. 2016. Pursuing the concept of luxury: Introduction to the JBR special issue on "luxury marketing from tradition to innovation". Journal of Business Research 69 (1): 299–303.

Chatterjee, S., Chaudhuri, R., and Vrontis, D. 2023. Masstige marketing: An empirical study of consumer perception and product attributes with moderating role of status, emotion, and pride. Journal of Business Research 155 (Part A): 113401.

Cillo. P., and Verona, G. 2008. Search styles in style searching: Exploring innovation strategies in fashion firms. Long Run Planning 41 (6): 650-671.

Coelho, P. S., Rita. P., and Santos, Z. R. 2018. On the relationship between consumer-brand identification, brand community, and brand loyalty. Journal of Retailing and Consumer Services 43 (C): 101-110.

Das, M., Jebarajakirthy, C., and Sivapalan, A. 2022. How consumption values and perceived brand authenticity inspire fashion masstige purchase? An investigation. Journal of Retailing and Consumer Services 68: 103023.

Dessart, L., Veloutsou, C., and Morgan-Thomas, A. 2015. Consumer engagement in online brand communities: A social media perspective. Journal of Product and Brand Management 24 (1): 28-42.

Dholakia, U. M., Gopinath, M., Bagozzi, R. P., and Nataraajan, R. 2006. The role of regulatory focus in the experience and self-control of desire for temptations. Journal of Consumer Psychology 16 (2): 163–175.

Ferreira, M., Zambaldi, F., and Guerra, D. D. S. 2020. Consumer engagement in social media: scale comparison analysis. Journal of Product & Brand Management 29 (4): 491-503.

Fornell, C. and Larcker, D. F. 1981. Evaluating structural equation models with unobservable variables and measurement error. Journal of Marketing Research 18 (1): 39-50.

Fournier, S. 1998. Consumers and their brands: Developing relationship theory in consumer research. Journal of Consumer Research 24 (4): 343–373.

Fullerton, G. 2005. The impact of brand loyalty commitment on loyalty to retail service brands. Canadian Journal of Administrative Sciences 22 (2): 97–110.

Hair, J. F., Black, W. C., Babin, B. J., and Anderson, R. E. 2010. Multivariate Data Analysis, 7th Edition. New York, NY: Pearson.

Hennigs, N. W., Wiedmann, K. P., and Klarmann, C. 2012. Luxury brands in the digital age – exclusivity versus ubiquity. Marketing Review St. Gallen 29 (1): 30-35.

Hollebeek, L. D. 2017. Developing business customer engagement through social media engagement-platforms: An integrative S-D logic/RBV-informed model. Industrial Marketing Management 81: 89-98.

Hollebeek, L. D. 2011. Demystifying customer brand engagement: exploring the loyalty nexus. Journal of Marketing Management 27 (7/8): 785-807.

Hollebeek, L. D., Glynn, M. S., and Brodie, R. J. 2014. Consumer brand engagement in social media: conceptualisation, scale development and validation. Journal of Interactive Marketing 28 (2): 49-165.

Kauppinen-Räisänen, H., Björk, P., Lönnström, A., and Jauffret, M. N. 2018. How consumers' need for uniqueness, self-monitoring, and social identity affect their choices when luxury brands visually shout versus whisper. Journal of Business Research 84 (C): 72-81.

Kapferer, J. N. and Bastien, V. 2009. The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands. London, UK: Kogan Page.

Kapferer, J. N. and Laurent, G. 2016. Where do consumers think luxury begins? A study of a perceived minimum price for 21 luxury goods in 7 countries. Journal of Business Research 69 (1): 332–340.

Keller, K. L. 2001. Building customer-based brand equity. Marketing Management 10: 14-21.

Kaur, H., Paruthi, M., Islam, J. U., and Hollebeek, L. D. 2020. The role of brand community identification and reward on consumer brand engagement and brand loyalty in virtual brand communities. Telematics and Informatics 46: 101321.

Kim, J.-E., Lloyd, S., Adebeshin, K., and Kang, J.-Y.M. 2019. Decoding fashion advertising symbolism in masstige and luxury brands. Journal of Fashion Marketing and Management 23 (2): 277-295.

Kumar, V., Khan, I., Fatma, M., and Singh, A. 2022. Engaging luxury brand consumers on social media. Journal of Consumer Marketing 39 (1): 121-132.

Kumar A., Paul, J., and Unnithan, A. B. 2020. "Masstige" marketing: A review, synthesis and research agenda. Journal of Business Research 113: 384–398.

Kumar, A. and Paul, J. 2018. Mass prestige value and competition between American versus Asian laptop brands in an

emerging market—Theory and evidence. International Business Review 27 (5): 969–981.

Lourenço, C. E., Hair, J., Zambaldi, F., and Ponchio, M. C. 2022. Consumer brand engagement concept and measurement: Toward a refined approach. Journal of Retailing and Consumer Services 68: 103053.

Martín-Consuegra, N., Diaz, E., Gómez, M., and Mollina, A. 2019. Examining consumer luxury brand-related behavior intentions in a social media context: The moderating role of hedonic and utilitarian motivations. Physiology & Behavior 200 (1): 104-110.

Meyer, J. P. and Allen, N. J. 1991. A three-component conceptualisation of organisational commitment. Human Resource Management Review 1 (3): 61-89.

Moorlock, E., Dekel-Dachs, O., Stokes, P., and Larsen, G. 2023. Constructing consumer-masstige brand relationships in a volatile social reality. Journal of Business Research 155 (A): 113381.

Morgan, R. M. and Hunt, S. D. 1994. The commitment-trust theory of relationship marketing. Journal of Marketing 58 (3): 20–38.

Ndhlovu. T. and Maree, T. 2022. Consumer brand engagement: Refined measurement scales for product and service contexts. Journal of Business Research 146: 228–240.

Nobre, H. and Simões, C. 2019. NewLux brand relationship scale: Capturing the scope of mass-consumed luxury brand relationships. Journal of Business Research 102: 328-338.

Osuna-Ramirez, S. A., Veloutsou, C., and Morgan-Thomas, A. 2017. A systematic literature review of brand commitment: Definitions, perspectives and dimensions. Athens Journal of Business & Economics 3 (3): 305-332.

Park, J., Back, S. J., and Kim, D. 2022. Masstige consumption values and its effect on consumer behavior. Journal of Retailing and Consumer Services 67: 102943.

Park, C. W., MacInnis, D. J., Priester, J., Eisingerich, A. B., and Iacobucci, D. 2010. Brand attachment and brand attitude strength: Conceptual and empirical differentiation of two critical brand equity drivers. Journal of Marketing 74 (6): 1–17.

Petty, R. E. and Cacioppo, J. T. 1986. The elaboration likelihood model of persuasion. Advances in Experimental Social Psychology 19: 123-205.

Phau, I., Matthiesen, I.-M., and Shimul, A. S. 2021. Is HUGO still the BOSS? Investigating the reciprocal effects of brand extensions on brand personality of luxury brands. Australasian Marketing Journal 29 (4): 297-305.

Pizzetti, M., Chereau, P., Soscia, I., and Teng, F. 2023. Attitudes and intentions toward masstige strategies: A cross-cultural study of French and Chinese consumers. Journal of Business Research 167: 114174.

Popp, B. and Woratschek, H. 2017. Consumer-brand identification revisited: An integrative framework of brand identification, customer satisfaction, and price image and their role for brand loyalty and word-of-mouth. Journal of Brand Management 24 (3): 250-270.

Pourazad, N., Stocchi, L., and Pare, V. 2019. Brand attribute associations, emotional consumer-brand relationship and evaluation of brand extensions. Australasian Marketing Journal 27 (4): 249-260.

Prentice, C. and Loureiro, S. M. C. 2018. Consumer-based approach to customer engagement: The case of luxury brands. Journal of Retailing and Consumer Services 43 (C): 325-332.

Rather, R.A., Hollebeek, L. D., Vo-Thanh, T., Ramkissoon, H., Leppiman, A., and Smith, D. 2022. Shaping customer brand loyalty during the pandemic: The role of brand credibility, value congruence, experience, identification, and engagement. Journal of Consumer Behaviour 21 (5): 1175–1189.

Robertson, J., Botha, E., Ferreira, C., and Pitt, L. 2022. How deep is your love? The brand love-loyalty matrix in consumer-brand relationships. Journal of Business Research 149: 651–662.

Silverstein, M. J. and Fiske, N. 2003. Trading Up: The New American Luxury. New York, NY: Portfolio Penguin Group.

Shukla, P., Rosendo-Ríos, V., and Khalifa, D. 2022. Is luxury democratisation impactful? It's moderating effect between value perceptions and consumer purchase intentions. Journal of Business Research 139: 782-793.

Shukla, P., Banerjee, M., and Singh, J. 2016. Customer commitment to luxury brands: antecedents and consequences. Journal of Business Research 69 (1): 323-331.

Stokburger-Sauer, N., Ratneshwar, S., and Sen, S. 2012. Drivers of consumer–brand identification. International Journal of Research in Marketing 29 (4): 406-418.

Suh, B. and Han, I. 2003. The impact of customer trust and perception of security on the acceptance of electronic commerce. International Journal of Electronic Commerce 7 (3): 135-161.

Tajfel, H. 1981. Human groups and social categories: Studies in social psychology. Cambridge, UK: Cambridge University Press.

Tajfel, H. and Turner, J. C. 1979. The Social Identity Theory of Intergroup Behavior. In *Psychology of Intergroup Relations, edited by* W.G. Austin and S. Worchel, 33-47. Chicago, IL: Nelson-Hall.

Tajfel, H. and Turner, J. C. 1986. The social identity theory of intergroup behavior. In Psychology of Intergroup Relations, *edited by* W.G. Austin and S. Worchel, 7-24. Chicago, IL: Nelson-Hall.

Truong, Y. R., McColl, R., and Kitchen, P. J. 2009. New luxury brand positioning and the emergence of masstige brands. Journal of Brand Management 16 (5): 375-382.

Solomon. M. R. and Mrad, M. 2022. Fashion and Luxury Marketing. Thousand Oaks, CA: Sage.

Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., and Verhoef, P. C. 2010. Customer engagement

behavior: Theoretical foundations and research directions. Journal of Service Research 13 (3): 253–266.

Vernuccio, M., Pagani, M., Barbarossa, C., and Pastore, A. 2015. Antecedents of brand love in online network-based communities. A social identity perspective. Journal of Product & Brand Management 24 (7): 706-719.

Viswanathan, V., Hollebeek, L. D., Malthouse, E. C., Maslowska, E., Jung Kim, S., and Xie, W. 2017. The dynamics of consumer engagement with mobile technologies. Service Science 9 (1): 36–49.

Vivek, S. D., Beatty, S. E., and Morgan, R. M. 2012. Customer engagement: Exploring customer relationships beyond purchase. The Journal of Marketing Theory and Practice 20 (2): 122–146.

Wang Z., Yuan, R., Luo, J., and Liu, M. J. 2022. Redefining "masstige" luxury consumption in the post-COVID era. Journal of Business Research 143: 239-254.

Wen, T. J. 2020. Congruity between mood and brand involvement enhances the effectiveness of message appeals: Dual processing model perspective. Journal of Marketing Communications 37 (6): 651-669.

Zaichkowsky, J. L. 1994. The personal involvement inventory: reduction, revision and application to advertising. Journal of Advertising 23 (4): 59-70.

Zaichkowsky, J. L. 1985. Measuring the involvement construct. Journal of Consumer Research 12 (3): 341–352.