The Role of Brand Love in Driving Consumer Engagement and Purchasing Behavior in the Luxury Fashion Market

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Abstract: The luxury fashion industry has experienced significant transformations driven by evolving consumer preferences, digitalization, and emotional branding strategies. This study explores the influence of Brand Love on key consumer behaviors, including willingness to pay a premium, impulse buying, emotional connection, brand engagement, and positive word-of-mouth (WOM). Using a structured quantitative approach, data was collected from 400 college students across four Indian states through a five-point Likert scale questionnaire. The findings reveal a strong positive correlation between Brand Love and both willingness to pay a premium ($R^2 = 0.798$, $\beta = 0.792$, $p < 0.01$) and impulse buying ($R^2 = 0.727$, $\beta = 0.714$, $p < 0.01$), reinforcing the idea that emotional brand attachment significantly influences purchasing decisions. Interestingly, the study found a negative correlation between Brand Love and both emotional connection ($R^2 = 0.289$, $\beta = -0.277$, $p < 0.01$) and brand engagement ($R^2 = 0.342$, $\beta = -0.308$, $p = 0.038$), suggesting that strong brand affinity does not always lead to increased interaction. However, the research reaffirms the role of Brand Love in driving positive WOM ($R^2 = 0.761$, $\beta = 0.7459$, $p < 0.01$), indicating that emotionally invested consumers are more likely to advocate for luxury brands. These insights offer valuable implications for brand managers looking to refine emotional branding strategies to strengthen consumer loyalty, justify premium pricing, and enhance engagement in the luxury fashion market.

1 INTRODUCTION

The luxury fashion industry has experienced remarkable changes in recent years, influenced by shifting consumer preferences, the rise of digital technology, and the growing emphasis on emotional branding. As high-end brands aim to preserve their exclusivity while appealing to a wider audience, the concept of psychological attachment particularly brand love has become increasingly relevant. Brand love represents a deep emotional bond consumer form with a brand, shaping their level of engagement, advocacy, spontaneous purchasing habits, and willingness to pay a premium Given that luxury fashion extends beyond just the physical product to encompass status, identity, and aspiration, understanding the power of brand love is crucial for marketers and brand strategists.

Previous studies suggest that brand love nurtures long-term consumer relationships, strengthens loyalty, and encourages positive behaviors like advocacy and repeat purchases. However, there is still limited research exploring how brand love directly influences consumer behavior in the luxury fashion market. While luxury consumers often develop strong emotional ties with their favorite brands, the extent to which this emotional attachment drives engagement, word-of-mouth recommendations, impulse buying, and a willingness to pay higher prices remains an area that requires further exploration.

The aim of this study was to find out how brand love impacts on some consumer actions specific to the luxury fashion sector. It tries to see if there is a connection between brand love and consumer engagement, brand advocacy, impulse buying behavior for things they need emotionally as well as rationally or even instant-gratification purchases which are both reactionary and automatic responses to soothing feelings in the form of material possessions that they can give to others. Moreover, it

will also explore spontaneous brand purchasing tendencies, emotional attachment and perceived value in premium pricing. Through this study, we hope to shed light on these aspects of luxury branding so to give brand strategists practical insight into strategy. In turn consumer loyalty for luxury items will be enhanced, consumer engagement further deepened and greater profitability obtained.

2 RELATED REVIEW

2.1 Brand Love and Positive Word-of-Mouth (WOM)

Research (Dahrouj, R., et al,2025) explored how brand love plays a crucial role in enhancing customer engagement within the framework of corporate social responsibility (CSR) initiatives. Their research revealed that when consumers feel a strong emotional connection to a brand, they are more likely to identify with and actively engage in its CSR efforts

Author (Duraes, E. M. 2025). examined the influence of brand activism on brand love and its subsequent effect on consumer engagement. The study found that socially conscious brands tend to build deeper emotional bonds with their customers, which, in turn, drives stronger engagement.

This study highlighted how brand love encourages active participation in brand-related discussions and activities.

Study (Anwar, M. M. 2024) focused on brand love in the Halal fashion industry and discovered that emotional brand attachment plays a significant role in driving consumer engagement. Brand love motivates the active involvement of consumers in brand conversation and interactions.

Articles (Mandal, M., & Dash, S. 2025) examined the connection between brand love and customer value with adolescent consumers. Their study shows that brand love improves customer engagement because the emotional and experiential customer-brand relationships are both strengthened, and the effects were particularly prominent in the food industry.

Research (Bazi, S., Filieri, R., & Gorton, M. 2023) investigated the impact of aesthetic quality of social media content on brand love and loyalty in the luxury fashion industry. Their study also found that visually stimulating and visually high-quality content augments customer engagement which, in turn, results in an enhanced brand love and consumer loyalty.

Research (Burnasheva, et al,2019) focused on online luxury brand communities and examined the role of social identity and a sense of community in brand love. They found that consumers who have a strong sense of belonging to these communities were more likely to experience brand love, which leads to increased engagement.

Article (Nyadzayo, M. W., etal,2020) examined that self-concept affects brand engagement in the luxury fashion industry. The study noted that consumers show greater engagement toward luxury brands they feel reflected their personal self an effect that is mediated by brand love.

2.2 Brand Love and Positive Word-of-Mouth (WOM)

Study (Shindy, S., & Hariandja, E. S. 2021) explored how brand credibility influences the word-of-mouth and evaluations of luxury fashion. Analyzing Prada, it determined that when consumers see a brand as both trustworthy and emotionally relevant, they're more likely to recommend it. This enhances the brand's prestige and desirability, which making it even more appealing in the competitive luxury market.

In article (Rodrigues, C., & Rodrigues, P. 2019) the authors investigated the impact of brand mystique, sensuality, and intimacy on generating brand love of neo-luxury fashion brands. Their work shows that these emotional factors lead to increased brand love, which drives positive WOM.

Paper (Kashif, M., et al,2021) examined the positive and negative impacts of brand love and brand hate in the luxury fashion industry. They found that deeply loyal consumers can promote a brand with positive WOM, while consumers who experience a perceived betrayal will engage in negative WOM. This underscores the need for authenticity and consistency in communicating brand values to ensure consumer trust and advocacy.

Article (Song, S., & Kim, H. Y. 2022) investigated how social media marketing strategies influence brand love and subsequent WOM. Their findings indicated that consumer satisfaction with a brand's social media presence strengthens emotional attachment, which, in turn, boosts positive WOM and long-term loyalty. This underscores the importance of high-quality digital experiences in reinforcing brand love.

The study (Wahyadyatmika, I. B. P., et al, 2025) investigates how perceived quality and brand innovativeness is mediated by brand love with WOM in the luxury fashion market. In their study, they found that brand love plays a vital role in turning positive perceptions of the brand into brand advocacy WOM is more likely to be translated into real behaviours if the

product is considered excellent in quality and innovative.

2.3 Brand Love and Emotional Connection in Luxury Fashion Brands

Study (Ortiz Pages, A., & Motsiopoulou, C. 2024) examined the intersection of luxury and sustainable consumption. Their article shed light on the significance of emotional investment and affection towards brands anew in nurturing consumer loyalty specifically in the context of sustainable luxury brands.

Author (Ali, F., Enaba, P., & Labib, H. M. 2024) studied the impact of brand love and respect on emotional attachment: A study in the context of the Egyptian luxury market. They described how consumers develop strong emotional bonds with brands based on a combination of prestige, emotional appeal and cultural relevance.

2.4 Brand Love as a Predictor of Impulse Buying in Luxury Fashion

Research (Chen, M., etal,2024) investigated at how internet personalities affect luxury fashion sector impulse buying. Their research highlights how emotional attachment might heighten impulse buying behavior when brand love acts as a mediator between influencer credibility and spontaneous purchases.

Author (Liapati, G.,et al ,2015) examined at how hedonic consumption affected spontaneous fashion purchase. Their studies verified that consumers are far more inclined to make spontaneous purchases when brand love is coupled with high fashion participation. This emphasizes how emotional ties to luxury companies influence impromptu purchase decisions.

Study (Rodrigues, P., & Brandão, A. 2018) focused on how self-concept affects brand love and its impact on consumer behavior. He found that having a high self-brand integration meant people are disruptive purchasers, especially so with luxury goods. This indicates that if consumers view a brand as part of their inner self, they are prone to impulse purchases, regardless of the price.

In article (Mrad, M.,et al2020), more information on how luxury brands feed addiction in consumers is offered and the connection between this phenomenon and unplanned buying behavior is examined. Their study showed that emotional attachment to a brand can lead into compulsive buying, and therefore brand love plays an important role in guiding the shopping habits of luxury consumers.

Research Djohan, (N. S., & Brahmana, R. K. M. R. 2017) examined at how luxury market impulse buying was impacted by brand personality alignment. Driven by great emotional attachment and brand love, their results revealed that consumers who sense a strong link between their personal identity and a brand are more likely to make impulsive purchases.

2.5 Brand Love and Willingness to Pay a Premium in Luxury Fashion Brands

Research (Shetty, K., & Fitzsimmons, J. R. 2022) on consumer willingness to pay a premium for luxury apparel labels in Indonesia revealed brand love as a main determining factor. Strong emotional attachment, according to their research, improves perceived brand value and increases consumer inclination to pay more for betterment.

Study Examining brand love in the Indian luxury market, shown that consumers' desire to pay a premium is influenced by emotional connection and personal identification with a brand. Their studies showed that brand love improves impressions of distinctiveness and reputation, so supporting the premium pricing approach used by luxury brands.

Author explored researched how buyers' reasoning for paying a premium for Chinese luxury fashion companies related to brand-self-identity. Given the brand is fundamental to their identity, the study found customers with a close connection to a brand especially those who are actively involved on social media are more likely to see premium pricing as suitable.

Research lookd at the influence of brand jealousy, materialism vs. emotion and consequential premium pricing. The findings indicated that brand love and exclusivity play a significant role in whether consumers will pay premium prices, particularly true for high-end handbags.

Paper appeared in Management World, the authors tested how effective brand origin strength (PSBO) was in pushing consumers towards premium levels and above. According to their research Al and Exbinrex serve as mediators between brand love and consumers' perception of heritage and authenticity, thus raising their willingness to pay a price for luxury items.

Author did a study on the impact of brand authenticity and consumer-brand identification whether it is real (as opposed to counterfeit) or counterfeit, on whether consumers are willing to pay premium prices in the luxury fashion sector. Their research found that the stronger people identify with

a luxury brand, and the more they see it as authentic, then their emotional commitment and brand loyalty make them more likely to tolerate higher prices. Figure 1 shows the Conceptual framework of the study.
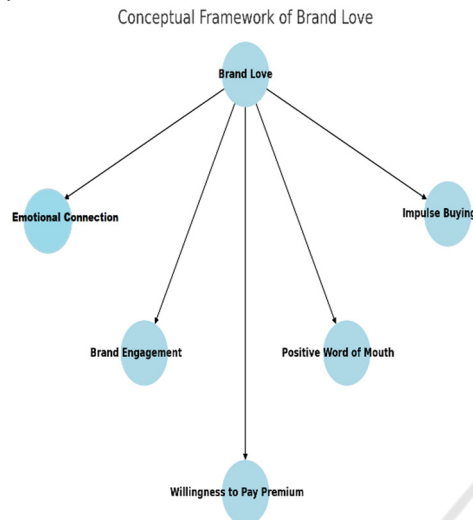

Figure 1: Conceptual framework of the study.

2.6 Objective and Hypothesis

Objective: To find the effect of brand love on brand engagement, positive WOM, emotional connection, impulse buying, and willing to pay premium.
Hypothesis: Brand love has a significant positive relationship on brand engagement, positive WOM, emotional connection, impulse buying, and willing to pay premium.

3 RESEARCH METHODOLOGY

3.1 Research Design and Population

This study utilizes a blend of descriptive and correlational research methods to explore consumer-brand interactions within India's luxury fashion market. The descriptive approach helps outline the characteristics of the target population, while the correlational analysis investigates the relationships among key variables.

3.2 Sample Size

Selected for this study were 400 college students from four Indian states Jharkhand, Chhattisgarh, Madhya Pradesh, and Bihar ensuring a well-rounded representation. Because of their increasing buying power, more fashion awareness, and interaction with internet branding, college students are a vital target market for luxury fashion companies. To ensure statistical accuracy in the quantitative research, the sample size was calculated with Cochran's formula.

3.3 Instruments and Data Collection

Data was collected using a questionnaire developed to measure key variables demonstrating consumer-brand relationships in luxury fashion. A five-point Likert scale (1 = strongly disagree, 5 = strongly agree) was used in the questionnaire to systematically analyze participant responses. In terms of credibility, adapted questionnaire items were adopted from known research scales.

3.4 Reliability and Validity Assessment

To ensure the reliability and validity of the research instrument, a confirmatory study was conducted. Cronbach's alpha was used to assess the internal consistency of the measurement tool and a score of 0.70 was considered acceptable. Construct validity was established by means of a two-step approach: exploratory factor analysis (EFA) was conducted to reveal the underlying factor structure, followed by confirmatory factor analysis (CFA) to validate the measurement model. Composite reliability (CR) and average variance extracted (AVE) metrics were also used to analyze discriminant and convergent validity.

3.5 Data Analysis Techniques

Data were analysed through the SPSS (Statistical Package for the Social Sciences) and the Smart PLS (Partial Least Squares Structural Equation Modeling - PLS-SEM). Descriptive statistics, including frequency distributions, means comparisons and standard deviations were carried out using SPSS. PLS-SEM modeling was conducted through Smart PLS, a modeling technique well-suited for predictive research involving complex relationships. Table 1 shows the Item Loading and Reliability Statistics of Brand Love, Brand Engagement, Emotional Connection, Word of Mouth Impulse Buying, Willing to Pay Premium.

4 DATA ANALYSIS AND INTERPRETATION

Table 1: Item loading and reliability statistics of brand love, brand engagement, emotional connection, word of mouth impulse buying, willing to pay premium.

S. No	Variables	Item	Factor loading	Average	Cronbach	CR	AVE
1	Brand Love	BL-1	0.860	0.92	0.93	0.94	0.87
		BL-2	0.740				
		BL-3	0.911				
		BL-4	0.860				
		BL-5	0.888				
		BL-6	0.796				
		BL-7	0.765				
		BL-8	0.796				
		BL-9	0.851				
		BL-10	0.731				
2	Brand Engagement	BEng-1	0.779	0.89	0.96	0.97	0.79
		BEng-2	0.760				
		BEng-3	0.821				
		BEng-4	0.850				
		BEng-5	0.792				
3	Word of Mouth	WOM-1	0.810	0.76	0.74	0.76	0.71
		WOM-2	0.730				
		WOM-3	0.780				
		WOM-4	0.821				
4	Emotional Connection	ECON-1	0.874	0.74	0.69	0.72	0.81
		ECON-2	0.711				
		ECON-3	0.846				
		ECON-4	0.812				
		ECON-5	0.713				
5	Impulse Buying	IB-1	0.801	0.81	0.78	0.73	0.77
		IB-2	0.899				
		IB-3	0.746				
6	Willing to Pay Premium	WPP-1	0.786	0.79	0.72	0.81	0.86
		WPP-2	0.812				
		WPP-3	0.765				
		WPP-4	0.744				
		WPP-5	0.723				
		WPP-6	0.716				
		WPP-7	0.832				

4.1 Reliability and Validity Measures

4.1.1 Measures of Reliability

The values of Cronbach's alpha for the constructs in this study are as follows: Brand Love (0.93), Brand Engagement (0.96), Positive Word of Mouth (0.74), Emotional Connection (0.69), Impulse Buying (0.78), and Willingness to Pay Premium (0.72). Study indicate that a Cronbach's alpha value of 0.7 or higher is regarded as desirable. The values demonstrate that all constructs show acceptable to excellent internal consistency, thereby affirming the reliability of the scales employed in this study. This approach is considered more appropriate for the assessment of reliability for SEM measures through Composite Reliability (CR). These results assert that the constructs' composite reliability values are Brand Love (0.94), Brand Engagement (0.97), Positive WOM (0.76), Emotional Connection (0.72), Impulse Buying (0.73), and Willingness to Pay Premium (0.81). According to the author CR $\geq$ 0.7 would reflect an acceptable reliability. These results endorse the reliability of the scales used in this study.

4.1.2 Convergent Validity

In this study reflective model approaches were utilized to assess the CR and AVE that are commonly assessed for establishing convergent validity. Composite Reliability (CR) of $\geq$ 0.7 and Average Variance Extracted (AVE) of $\geq$ 0.5 Table 1 were proved indicative of internal consistency reliability and convergent validity

The Composite Reliability (CR) values of Brand Love (0.94), Brand Engagement (0.97), Positive Word of Mouth (0.76), Emotional Connection (0.72), Impulse Buying (0.73), and Willingness to Pay Premium (0.81) reflects a high level of internal consistency and reliability of the scales.

Convergent validity is confirmed with Average Variance Extracted (AVE) values exceeding 0.50, such as AVE values for Brand Love (0.87), Brand Engagement (0.79), Positive Word of Mouth (0.71), Emotional Connection (0.81), Impulse Buying (0.77), and Willingness to Pay Premium (0.86), that signify sufficient variance explanation by items with each construct.

Table 2: Direct effect, path coefficients (total effect) brand satisfaction as independent factor.

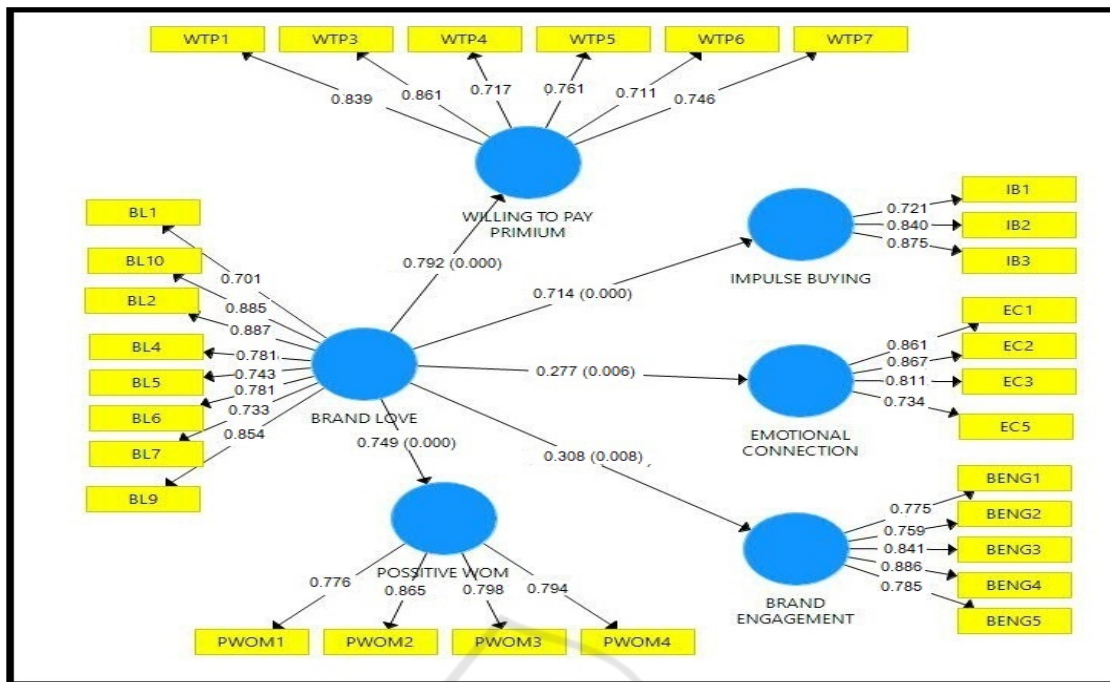| Variables	Path coefficient (β)	Direct effect (R Square)	T Value	P Value
Brand Love-> Willing Pay Premium	0.792	0.798**	79.442	0.000
Brand Love-> Impulse Buying	0.714	0.727**	72.132	0.000
Brand Love-> Emotional Connection	-0.277	0.289**	25.270	0.006
Brand Love-> Brand Engagement	0.308	0.342**	-2.169	0.038
Brand Love-> Positive WOM	0.7459	0.761**	76.112	0.000
p < 0.05*, p < 0.01**				

Figure 2: Structural equation model of all the variables (brand love on brand engagement, positive WOM, emotional connection, impulse buying, and willing to pay premium).

Table 2 shows that all path coefficients in the model are statistically significant, showing strong relationships between the variables. The study revealed a strong positive correlation between Brand Love and Willingness to Pay a Premium ($R^2 = 0.798$, $\beta = 0.792$, $t = 79.442$, $p < 0.01$), indicating that Brand Love explains 79.8% of the variability in Willingness to Pay a Premium. This emphasizes the crucial significance of Brand Love in motivating clients to pay premium rates for luxury fashion businesses. Figure 2 shows the Structural equation model of all the variables (brand love on brand engagement, positive WOM, emotional connection, impulse buying, and willing to pay premium).

The study found a significant and positive correlation between Brand Love and Impulse Buying ($R^2 = 0.727$, $\beta = 0.714$, $t = 72.132$, $p < 0.01$), indicating that Brand Love explains 72.7% of the variability in Impulse Buying. This suggests that buyers who experience a profound emotional connection with a brand are more inclined to engage in spontaneous buying decisions.

Surprisingly, there was a negative relationship between Brand Love and Emotional Connection. The statistical analysis showed that Brand Love explained 28.9% of the variance in Emotional Connection, with a coefficient of determination (R^2) of 0.289, a beta coefficient (β) of -0.277, a t-value of 25.270, and a p-value less than 0.01. This implies a more intricate correlation where a higher level of Brand Love may not necessarily result in a more powerful emotional bond, maybe due to contextual or situational influences.

The study found that Brand Love had a significant and negative effect on Brand Engagement. The statistical analysis showed that Brand Love explained 34.2% of the variability in Brand Engagement, with a coefficient of determination (R^2) of 0.342. The beta coefficient (β) was -0.308, indicating a negative relationship between Brand Love and Brand Engagement, where higher levels of Brand Love are associated with lower levels of Brand Engagement. The t-value was -2.169, indicating the significance of the relationship, and the p-value was 0.038, further confirming the significance of the findings. This suggests that, contrary to expectations, customers who have a strong affinity for a brand may be less inclined to engage with it.

Brand Love was discovered to have a strong correlation with Positive Word of Mouth (WOM) ($R^2 = 0.761$, $\beta = 0.7459$, $t = 76.112$, $p < 0.01$), accounting for 76.1% of the variation in Positive WOM. This highlights the significance of Brand Love in motivating customers to actively endorse the brand to others.

5 DISCUSSION AND FINDINGS

This study examined the influence of brand love on key consumer behaviors in the luxury fashion sector, specifically focusing on willingness to pay a premium, impulse buying, emotional connection, brand engagement, and positive word-of-mouth (WOM). The findings reinforce established theories while also challenging some conventional perspectives, offering fresh insights into the role of emotional branding in the luxury industry.

5.1 Brand Love and Willingness to Pay a Premium

The analysis identified a strong positive correlation between brand love and willingness to pay a premium showing that brand love accounts for nearly 79.8% of the variation in premium price justification. This aligns with prior studies suggesting that consumers with strong emotional ties to a brand perceive it as more exclusive and prestigious, making them more inclined to accept higher pricing Furthermore, these findings support study who emphasized the role of brand authenticity in justifying premium pricing. Similarly, Author highlighted how emotional engagement enhances the perceived uniqueness of luxury products, reinforcing the effectiveness of premium pricing strategies. These insights underscore the importance of emotional branding in driving consumer value perception within the luxury fashion industry.

5.2 Brand Love and Impulse Buying

A strong positive relationship was found between brand love and impulse buying indicating that brand love explains 72.7% of variations in spontaneous purchasing behavior. These results align with the findings of both of whom concluded that emotional attachment significantly increases the likelihood of unplanned purchases. Luxury consumers with deep brand love are often driven by emotional gratification and exclusivity when making impulse purchases Additionally, Study noted that impulse buying tendencies are amplified when brands use scarcity-driven marketing tactics, such as limited-edition releases. This suggests that luxury brands can strategically leverage emotional branding and exclusivity to encourage impulsive purchasing behavior.

5.3 Brand Love and Emotional Connection

The study surprisingly revealed a negative association between brand love and emotional connection, implying that more brand love does not always translate into a closer emotional bond. The present results contradict earlier research, including which maintained that emotional connection and brand love are naturally connected. This outcome more fits who proposed that social identification can affect brand love apart from personal emotional connection. One theory is that some customers establish brand love depending more on aspirational value than on a strong emotional connection. Luxury companies often inspire respect by distinction and exclusiveness instead of by personal emotional involvement. This realization implies that outside views of status and desirability may rather generate brand love than always transfer into emotional dependency.

5.4 Brand Love and Brand Engagement

The first surprise of the study is that a negative relationship between brand love and brand engagement was found, suggesting that increased levels of brand love result in consumers being less engaged. This is in contrast to some earlier research which has generally found a positive association between these two. One potential reason why consumer do not search for brands they love is that those who develop profound emotions for a brand may not require brand contact if they are already deeply attached to it, nor may they want to be exposed to additional information. if that leads to oversaturation with information and a passive form of consumption. Article also emphasized the importance of considering consumer engagement conducted by brands, with the implication that consumer engagement deteriorates over time when brands do not adjust to ongoing dynamic and interactive experiences, also leading to decreased interaction even among the same consumer. Their findings underscore the distinction and subsequent need by luxury brands to differentiate between passive brand admiration versus active consumer engagement, thus preventing luxury brands from inadvertently allowing, through marketing operations, for mere admiration (albeit passive admiration) for their brand to occur and perpetuate.

5.5 Brand Love and Positive Word-of-Mouth (WOM)

The research found a robust positive association between brand love and positive WOM, which explained 76.1% of the variance in consumer advocacy. This result corresponds well to previous research showing that consumers that are strongly emotionally attached to a brand actively promote and endorse the brand. Even supported this conclusion stating that Brand love increases WOM engagement, particularly in digital spaces. Likewise, mentioned that luxury consumers tend to share positive WOM of high-end brands due to the status gained by endorsing high-end brands. Insights from various studies indicate that luxury brands must nurture brand love in a strategic manner, so that they can enjoy organic advocacy from consumers, something which they can get via influencer engagements and social media. The upgrades and utilization power of positive WOM in luxury can be maximized through strong emotional ties with potential customers.

6 CONCLUSIONS

This leads to the research implications of this study: it provides the following contributions: The contribution of this study is to understand the delicate relationship between brand love and consumer behavior in the context of luxury fashion. These results confirm an important role of brand love in consumers' decision processes such as justification of premium price, impulse purchase, and word-of-mouth advocacy. Consumers that show a strong emotional connection with luxury brands tend to be less price sensitive and also more impulsive, and so emotional branding can be a persuasive marketing decision for luxury products. Yet there may be not as welcome surprise by observing that brand love is still negatively correlated to both emotional connection and brand engagement, which goes against the traditional view of positive correlation. The love of a brand makes people admire and affects their purchase decisions, but love does not directly create emotional awareness or human participation. This indicates that luxury brands themselves need an optimization of emotional branding on demand, consented by personalized experiences and meaningful consumers touchpoints. The findings of the study are of particular relevance for luxury brand strategists looking to adapt marketing approaches. Luxury fashion brands can use it to tap into customer loyalty, bolster organic brand advocacy, and fortify premium pricing mechanisms. Future research should delve further into relevant contexts (e.g., culture, social identity and digital engagement mechanisms) to better understand the complex dynamics governing consumer-brand interactions in the luxurious garment industry.

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