



Annual Methodological Archive Research Review

<http://amresearchreview.com/index.php/Journal/about>

Sohaib Uz Zaman¹

Iqra Farzand²

Syed Hasnain Alam³

Fahad Farooq Lasi⁴

Digital Rivalries and Prestige Personas: Brand Identity and Oppositional Loyalty in the Luxury Fashion Industry

Sohaib Uz Zaman

Assistant Professor, Karachi
University Business School,
University of Karachi, ORCID:
<https://orcid.org/0000-0002-0135-3292>,
sohaibbuzzaman@uok.edu.pk

Iqra Farzand

Karachi University Business
School, University of Karachi,
iqrafarzand23@gmail.com

Syed Hasnain Alam

Karachi University Business
School, University of Karachi,
ORCID: <https://orcid.org/0000-0002-5008-7365>,
hasnainalam@gmail.com

Fahad Farooq Lasi

Director QAL Ilma University/
PHD scholar Lincoln University
College, ORCID:
<https://orcid.org/0000-0002-0364-606>. Fahad.lasi@gmail.com

Abstract

The research examines how luxury fashion customers relate to their favorite brands and which other brands they dislike while studying effects from digital communities. Research has two parts. First it uses identity theory and the Consumer-Brand Identification model. Then it fills a research gap by studying how brand community participation and inter-consumer brand rivalries affect identity-based customer actions. This study explores why digital consumers now rely on brands to express their identity and separate themselves from others in luxury fashion markets. The study used PLS-SEM methods to analyze a set of numerical data. We gathered survey results using a planned online form from 200 people who regularly use digital platforms in luxury products. The study explored how different types of factors influenced each other in the research model. Unique branding features show a strong link to a strong brand association with customers ($\beta = 0.73$) while self-brand similarity and prestige failed to produce notable results. The degree to which people identify with a brand influences their oppositional loyalty ($\beta = 0.32$) and these relationships depend on both brand competition and user interaction. Through its new identity-performance model this study shows that digital luxury brands should focus on limiting access and displaying competitiveness to create loyalty with consumers. Research needs to investigate these patterns across different cultures as well as changing symbolic methods.

Keywords

Consumer-Brand Identification, Oppositional Loyalty, Brand Uniqueness, Brand Rivalry, Luxury Fashion, Digital Branding, PLS-SEM

**VOL-2, ISSUE-5, 2024****INTRODUCTION**

Through digitalization and social media use the luxury fashion business has shifted while its customers now interact with brands online shaping their image of wealth. (Kapferer & Valette-Florence, 2022; Chadha & Ahuja, 2020). Luxury brands require a careful mix of their historical principles and digital marketing partnerships to win customer faith according to modern research (Ali & Khan, 2023; Tam & Lung, 2024). Organizations need brand identity to create the right consumer understanding since people select luxury brands to show their personal identity and connect with powerful events (Aaker, 1997; Fournier, 1998).

Digital brand communities have strengthened brand loyalty while making customers discuss competitors poorly in digital spaces (Liao et al. 2020). Market competition in luxury fashion makes customers show strong commitment to their preferred brands and strongly dislike similar brands (Marticotte et al., 2016). Identity theory shows that when customers take brand qualities into themselves their self-image they become loyal brand supporters while working against other brands (Lam, 2012; LeBoeuf et al., 2010). According to Bain & Company in 2023 the luxury market earned 360 billion euros from customer groups including Gen Z and Millennials who choose experiential and customized luxury options. Businesses require digital transformation to reach new markets while improving their service standards according to Kyrousi et al. (2022). People today want brands that show their identity and commitment through active and collaborative brand experience (Potjanajaruwit, 2023).

In response to growing market competition top brands Louis Vuitton and Gucci spend on both digital marketing and sustainability platforms. Digital fighting among brand communities shows that companies must read loyalty emotions and symbols to build strong customer connections according to Chen and others in their 2022 study. The luxury fashion business needs to transform based on changing customer demands and use digital connections to maintain its market lead.

LITERATURE REVIEW

A consumer tends to establish stronger mental bonds with brands when their self-perception matches the personality attributes of the brand according to Stokburger-Sauer et al. (2012) and Escalas & Bettman (2005). Self-brand alignment becomes essential in luxury fashion to help customers demonstrate their refined style and personality (Tam & Lung, 2024; Potjanajaruwit, 2023). Research proves that when consumers see themselves in their favorite brand they stay loyal and fight off rival companies online better (Liao et al., 2020). Brand prestige sets social values and status for luxury fashion brands which younger consumers rely on when choosing brands and identifying with them (Kapferer & Valette-Florence, 2022; Tam & Lung, 2024). Consumers use this emotional foundation to strongly oppose lower quality brands according to Liao et al. (2020).

Luxury branding depends on having a special value offering that sets a brand apart from others. Markets use selectively chosen content plus unique experiences to build brand identity and unite their target audience as per Stokburger-Sauer et al. (2012) and Tam and Lung (2024). The distinct qualities of a brand motivate customers to defend against rivals but also make them feel stronger tied to the brand. Brand personality made up of human traits affects consumer relationships through the development of emotional connections between consumers and brands (Aaker 1997,

**VOL-2, ISSUE-5, 2024**

Fournier 1998). Luxury fashion brands craft special personalities to draw customers who recognize themselves in their brand image according to Tam & Lung (2024) and Coelho et al. (2018).

In digital spaces consumers of multiple brands fight each other through hostile actions against their competing brands according to Hickman and Ward's (2007) study. Consumer-mental identities cause them to defend their personal identities which leads them to increase their support for their brand and remain loyal to it (Ilhan et al., 2022; Tam & Lung, 2024). Brand community engagement helps customers connect with their favorite brands by participating in brand communities according to Bagozzi and Dholakia (2002) and Tam and Lung (2024). When consumers interact with the brand community they become more committed to their regular brand and create stronger emotional forces to defend against rivals (Liao et al., 2020).

INTRODUCTION TO THEORIES

Identity theory forms the basic method to study consumer-brand relationships through the mind connection between personal identity and brand links. The concept of social psychology helps explain how people behave according to their self-identity roles and categories as described by Reed et al. in 2012 and Marin et al. in 2009. Brand-related literature makes extensive use of identity theory to analyze how consumers select brands to show their identity and also what they are not (Escalas & Bettman, 2005; LeBoeuf et al., 2010).

CONSUMER-BRAND IDENTIFICATION (CBI) MODEL

Upon recognizing that their identity matches brand image consumers develop an enhanced connection through Consumer-Brand Identification (CBI) theory that builds upon established identity theory methods. The model focuses on three instinctual identity-related behaviors including self-verification, self-enhancement, and self-distinctiveness (Stokburger-Sauer et al., 2012; He et al., 2012). To show brand oppositional loyalty creation Liao and colleagues (2020) used the Consumer-Brand Identification Model showing how common identity with a brand plus prestige and individuality builds consumer-brand connection. Through modern social platforms consumers publicly display their brand ties while performing their personal identity (Tam & Lung, 2024; Coelho et al., 2018; Potjanajaruwit, 2023). Presently brand engagement at luxury companies grows in importance because clients connect their online social life to their online brand relationships.

BRAND COMMUNITY THEORY AND ENGAGEMENT

Brand community theory studies how consumers develop shared social groups around brands plus their connected values and activities (Muniz & O'Guinn, 2001; Bagozzi & Dholakia, 2002). Brands come together to express their identities and boost friendships while jointly developing products and ideas (Brogi, 2014; Coelho et al., 2018). Technological progress helps brand communities reach more people enabling consumers to interact deeply with brands and fellow consumers (Lan & Watkins 2022; Jain et al. 2022; Tam & Lung 2024). When brand community members show strong commitment the theory shows they develop stronger trust in the brand plus emotional bonds while taking actions against it. Luxury consumers use their connections with brands to show their social worth and gain prestige so this concept helps explain how brand communities affect how people choose to behave and identify themselves.

**VOL-2, ISSUE-5, 2024****MODERATING MODELS: IDENTITY SALIENCE THROUGH RIVALRY AND COMMUNITY**

The results of this research depend on both the rivalry between brand consumers and their involvement in brand community activities. When environments display identity markers that are relevant to consumers their identity-driven actions will increase in intensity (LeBoeuf et al., 2010; Marin et al., 2009). According to Liao et al. (2020) both brand competition and community interaction increase identity salience which makes brand identification stronger. In the luxury field brands that show their status symbols attract strengthening consumer relationships that lead to intense competitive actions (Loranger & Roeraas, 2023; Tam & Lung, 2024; Ilhan et al., 2022). The framework helps researchers investigate how loyal digital brand community members adopt loyalty practices when their identity matches or opposes brand values.

SUPPORTING AND NEGATING PERSPECTIVES

People often identify with brands through self-brand similarity in luxury fashion settings when these products contain meaningful symbolic value (Escalas & Bettman, 2005; Stokburger-Sauer et al., 2012). People prefer brands that match their personal values and help them look their best because these brands support their sense of self and get them acceptance from others (Tam & Lung, 2024; Potjanajaruwit, 2023; Loranger & Roeraas, 2023). People with these brands purposely choose brands with different personalities to show that they are above normal standards. The impact of identity creation through self-brand similarity depends on additional non-visual factors present in each context.

Luxury companies achieve stronger relationships with customers when they promote positive brand prestige because it creates an experience of unique status and group separation (Kapferer & Valette-Florence, 2022; Chadha & Ahuja, 2020). Research indicates that brand prestige raises consumer self-worth while making them protect their connections with popular brands publicly (Tam & Lung, 2024; Ali & Khan, 2023; Gonzalez Romo et al., 2022). Many critics state prestigious brands push away young customers who want brands with clear values and who care about authenticity (Bhattacharya & Sen, 2003; Escalas & Bettman, 2005).

Brand uniqueness has been acknowledged as a longstanding factor that can give a brand distinction over its rivals and brand loyalty (Stokburger-Sauer et al., 2012; Marin et al., 2009). The uniqueness support also claims that uniqueness makes the brand more wanted, which in turn increases emotional engagement, especially when artistic innovativity, or scarcity, are also present (Tam & Lung, 2024; Aleem et al., 2022; Barbosa, 2022). Nevertheless, some scholars contend that it had become progressively harder to maintain the perceived uniqueness in a digital first world, where trends rapidly were copied and consumer's expectations were fickle (Coelho et al. 2018; He et al. 2012). Second, other argue that too much focus on uniqueness that is not relevant or useful may isolate the wider audiences. In other words, it is important to retain uniqueness for luxury fashion brands, just as it has been so important in the past, however, this uniqueness must now be balanced with the need for adaptability to consumer markets that are rapidly changing.

Inter consumer brand rivalry construct has been adopted to explain consumer conflict and brand tribe (Ewing et al., 2013; Hickman & Ward, 2007). These recent studies are consistent with the notion that rivalry improves brand attachment, brand identity salience and oppositional behaviors in digital communities (Ilhan et al., 2022; Liao et al., 2020; Tam & Lung, 2024). Rivalry, however, can be temporary



VOL-2, ISSUE-5, 2024

engagement but permanent disengagement if the Uri bit not well managed. It is a test for brand moderation and responsible community management, where rivalry is used not to erode, but to strengthen brand loyalty.

MEDIATION AND MODERATION PERSPECTIVES

People get themselves branded because of the self-brand similarity (Aligning brand personality with the consumer's self-image), the mechanism is a fundamental psychological one in order to develop consumer brand identification (Stokburger-Sauer et al., 2012; Escalas & Bettman, 2005). According to recent studies, if consumers sense agreement between their self-concept and the brand's image, they are more likely to provide the brand with their own self-concept (Tam & Lung, 2024; Loranger & Roeraas, 2023). This alignment also strengthens emotional bonds, especially in such luxury contexts in which symbolic and identity driven consumption is prevailing. Liao et al. (2020) discovered that self-brand similarity has a huge effect on identification in digital fashion community and therefore constitutes one of the salient precedents of brand related behavior.

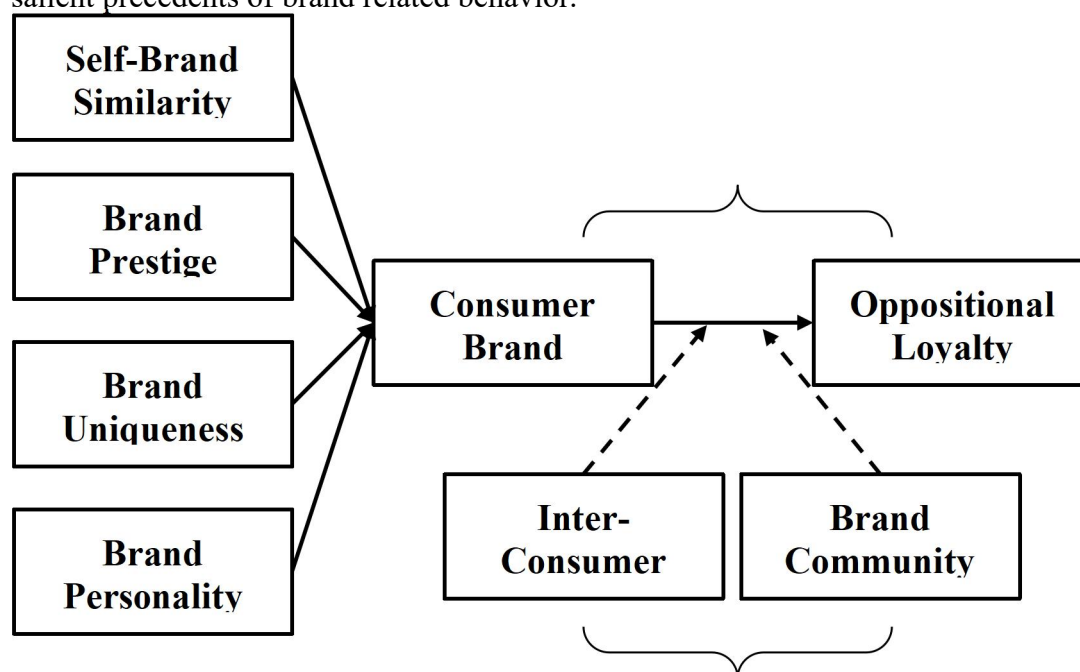


FIGURE 1: CONCEPTUAL MODEL

HYPOTHESIS DEVELOPMENT

SELF-BRAND SIMILARITY AND CONSUMER BRAND IDENTIFICATION

In an industry where self-expression dominates luxury fashion, self-brand similarity is quite important for influencing consumer – brand identification. When consumers make the brand in their image, i.e. when they internalize it into their identity (Tam & Lung, 2024; Potjanajaruwit, 2023; Loranger & Roeraas, 2023), they will become more inclined to see themselves in that brand. If identity-based consumption in the digital context is the creation of prestige personas that represent the identity through the brands which brands in turn represent the self-image of the consumer, it is a public performance. The psychological overlap of these means the emotional incline and increase of loyalty.

**VOL-2, ISSUE-5, 2024**

H1: Self-brand similarity will have a positive, significant, effect on consumer brand identification.

PRESTIGE BRAND AND CONSUMER BRAND IDENTIFICATION

In the luxury sector in particular, consumer brand identification is particularly close to brand prestige, as consumers resort to brand association to showcase their social position and self worth. Among others, a prestigious brand signifies the symbolic value for a particular consumer, elevating the perceived value of own personal value as well as self enhancement motivations (Kumari et al., 2022; Ali & Khan, 2023; Tam & Lung, 2024). In this case, online environments particularly heighten these associations, as online converts bring forth the expression of brand affinity in addition to exclusivity to online audiences.

In light of the CBI model and social identity theory, consumers tend to build deeper relationship with brands who share symbolic status and symbolic capital (Kapferer & Valette-Florence, 2022).

H2: Brand prestige has a positive and significant impact on consumer brand identification.

BRAND UNIQUENESS AND CONSUMER BRAND IDENTIFICATION

Third, developing brand uniqueness helps a consumer emotionally invest in the brand and feel a higher psychological involvement because of emphasizing distinctiveness of product utility, as expressed in terms of personal or cultural identity, a practice supported by both a psychological (Tam & Lung, 2024; Aleem et al., 2022; Barbosa, 2022) and a sociological viewpoint (K passigner, 2016; Aaker, 2000). In the luxury fashion where uniqueness is perceived in terms of limited collection, design narrative or the brand heritage, the consumers are more likely to perceive the brand as a symbol of their own individuality. It helps to develop a deeper level of attachment and identity merging.

(H3). Brand uniqueness has a positive and significant effect on consumer brand identification,

THE ROLE OF CONSUMER BRAND IDENTIFICATION ON BRAND PERSONALITY

Brand personality therefore helps make a brand more human, easier to identify with and emotionally connect with. Brand personality is crafted for luxury fashion in a way that promotes traits like sophistication, creativity or rebellion that consumers can adopt – Tam & Lung (2024), Kumari et al. (2022), Loranger & Roeraas (2023). In addition, these associations act to express identity and enhance identification when the consumer senses his or her own personality within the brand.

H4: Brand personality has a positive and significant impact on consumer brand identification.

SELF-BRAND SIMILARITY, CONSUMER BRAND IDENTIFICATION AND OPPOSITIONAL LOYALTY

Consumer-brand identification has self-brand similarity as its core foundation particularly within symbolic luxury fashion domains. Psychological congruence between consumer values and brand identity creates deep emotional connections between the two entities (Tam & Lung, 2024; Potjanajaruwit, 2023; Loranger & Roeraas, 2023). After identity formation occurs consumers become brand loyal while adopting oppositional loyalty toward competitive brands which endanger their personal identity (Liao et al., 2020).

**VOL-2, ISSUE-5, 2024**

H5: Consumer-brand identification mediates the relationship between self-brand similarity and oppositional loyalty.

COMBINATION OF BRAND PRESTIGE WITH CONSUMER BRAND IDENTIFICATION LEADS TO OPPOSITIONAL LOYALTY

Social status along with limited distribution defines brand prestige which establishes consumer-brand identification as it addresses inner requirements of self-esteem and aspirations. The social currency of prestige enables consumers to strengthen their identity while creating distance from others in the social world (Tam & Lung, 2024; Ali & Khan, 2023; Kumari et al., 2022). Performance settings that feature prestigious brands enable consumers to display social worth through identification leading to both favorable and hostile brand loyalty.

H6: Consumer-brand identification mediates the relationship between brand prestige and oppositional loyalty.

BRAND UNIQUENESS, CONSUMER BRAND IDENTIFICATION AND OPPOSITIONAL LOYALTY

Companies that deliver one-of-a-kind characteristics and unique stories or positioning through their brand achieve more solid emotional engagement and identification with consumers. Uniqueness in luxury markets provides competitive benefits through which consumers can experience distinction and elite status and symbolic isolation from others (Tam & Lung, 2024; Aleem et al., 2022; Barbosa, 2022). Brand uniqueness creates distinct emotional connections between consumers and their brands that lead consumers to feel proud when they relate with the brand.

H7: Brand uniqueness drives oppositional loyalty through an intermediary effect caused by consumer-brand identification.

MODERATION: INTER-CONSUMER BRAND RIVALRY ON THE CBI AND OPPOSITIONAL LOYALTY LINK

The strength of the connection between identification and oppositional loyalty grows due to inter-consumer brand rivalry functions as a moderating factor. Rivalries in virtual environments heighten identity importance thus leading consumers to post competitor-bashing remarks and form separated social groups (Ilhan et al., 2022; Tam & Lung, 2024; Liao et al., 2020). Customers who feel engaged in competition perceive their brand as part of a group identity that strengthens the connection between brand identity and oppositional loyalty..

H8: Inter-consumer brand rivalry positively moderates the relationship between consumer-brand identification and oppositional loyalty.

MODERATION: BRAND COMMUNITY ENGAGEMENT ON THE CBI AND OPPOSITIONAL LOYALTY LINK

Brand community engagement enhances the influence of identification on oppositional loyalty by providing a space for reinforcement and group validation (Tam & Lung, 2024; Lan & Watkins, 2022; Jain et al., 2022). Active participation in brand communities intensifies emotional involvement and leads to in-group defense mechanisms, particularly against rival brands. Bagozzi & Dholakia (2002) describe communities as identity incubators where loyalty behaviors are amplified.

H9: Brand community engagement positively moderates the relationship between consumer-brand identification and oppositional loyalty.

CONCEPTUALIZATION

Two primary models including Identity Theory and the Consumer-Brand Identification (CBI) have provided basic principles to understand consumer brand

**VOL-2, ISSUE-5, 2024**

associations together with symbolic bonding (Stokburger-Sauer et al., 2012; Bhattacharya & Sen, 2003). Brand identification development depends on matching self-concept with brand personality in addition to factors of prestige and uniqueness according to these theoretical models. Recent academic investigations have used these concepts to study consumer reactions to online competition and interaction particular in luxury market environments (Tam & Lung, 2024; Liao et al., 2020; Ali & Khan, 2023). Research previously demonstrated positive results of consumer-brand identity but fails to address the emerging phenomenon of identity-driven antagonism particularly oppositional loyalty which gains prominence in digital brand communities (Ilhan et al., 2022; Coelho et al., 2018). The proposed research unites self-brand similarity with brand uniqueness along with brand personality and brand prestige as factors influencing consumer-brand identification and uses brand rivalry and community engagement to explain how oppositional loyalty develops for greater identity-based brand behavioral insights.

Consumer brand relationships progressed from basic brand choices to intricate online identity interactions within branding environments. People who build their prestigious online identities and protect their brand connections in digital platforms tend to develop intense negative feelings toward competing brands (Tam & Lung, 2024; Ilhan et al., 2022; Lan & Watkins, 2022). Research and practice must focus on identity conflicts stemming from market rivalry together with digital performance even though brand loyalty stands as an essential outcome. The proposed model tackles this market evolution by uniting identity theory with brand community theory to explain constructive brand attachment besides defensive practices like oppositional loyalty (Bhattacharya & Sen, 2003; Stokburger-Sauer et al., 2012). By extending present research and providing luxury marketers with a strategic operational framework for enhancing their control of digital brand activation and community conflict and target engagement in a digital market that keeps growing in rivalry.

METHODOLOGY

The approach adopted in this research is quantitative, grounded on positivist philosophy (basing on objective measurement and hypothesis testing), and is able to assess consumer perception and behavior with regards to brand identification and the contradictory loyalty through structured instruments, i.e., surveys (Creswell & Creswell, 2018; Bryman, 2016). Data from consumers who deal with luxury fashion brands to a point in time were collected in the form of a cross sectional descriptive design, which allowed for the correlation among constructs without manipulating research environment (Zikmund et al., 2015; Tam & Lung, 2024). Specifically, the study samples digitally active consumers on platforms like Instagram and Tiktok utilizing purposive sampling for sampling that provides samples that differ in important aspects from the whole population (Bryman, 2011; Bryman, 2016, p. 227; Creswell & Creswell, 2018, p. 147). The number of respondents for the structural equation modeling is planned to be around 350–400 (Hair et al. 2017). Online data will be collected to be biosocially valid, we shall use a structured questionnaire distributed to a sample across social media and fashion forum using Likert-scale items recently validated by Ali & Khan (2023) and Liao et al. (2020).

RESEARCH DESIGN

By employing quantitative research design and the measureable data in the study, a conceptual framework is investigated with multiple variables through relationships between identity related brand constructs, and oppositional loyalty (Tam & Lung,

**VOL-2, ISSUE-5, 2024**

2024). As the luxury fashion online brand interactions are dynamic, a cross sectional design is allowed to obtain the relationship of all the variables simultaneously without the need for longitudinal tracking (Zikmund et al, 2015; Bryman, 2016). Structured, self administered questionnaire will collect data for standardized responses which can be statistically analyzed (Ali & Khan, 2023; Tam & Lung, 2024).

Structural equation modeling are assumed to be used to study complex relationships between variables: direct, indirect, and interaction effects between them (Hair et al., 2017; Coelho, et al., 2018). As identity driven brand behavior is a complex phenomenon, therefore the simple hypothesis testing is not sufficient to represent it; therefore the deductive quantitative approach can prop up hypothesis testing of the model with multiple independent variables, mediators and moderators (Ilhan et al., 2022; Tam & Lung, 2024). In the luxury fashion sector, digitally active consumers will be tapped as a relevant sample while ensuring anonymity of the participants (Tam & Lung, 2024; Lan & Watkins, 2022).

SAMPLING

The data used in this study is collected at first hand from digitally active luxury fashion consumers, who are aged 18 or above and follow luxury fashion content on Instagram and LinkedIn (Tam & Lung, 2024; Lan & Watkins, 2022; Ilhan et al., 2022). Because of the cost effectiveness provided by this method, it makes anonymous and data authentic access to a geographically dispersed population feasible (Ali & Khan, 2023; Escalas & Bettman, 2005). As is recommended by Hair et al. (2017), Bryman (2016), it shall undergo a 30–50 respondent pilot test to hone the questionnaire and verify the reliability of the instrument. A non probability purpose sampling approach will be used as the main study will target a minimum of 350 subjects so that the sample size will be enough to calculate the statistical power for PLS SEM analysis (Hair et al., 2017; He et al., 2012).

SmartPLS and SPSS will be employed in data analysis and SmartPLS is selected on the weakness that they allow handling complex models (Coelho et al., 2018; Hair et al. 2017). Construct reliability will be ensured by using measurement items that are adapted from validated scales and a 5-point Likert scale was used for respondents' responses (Aleem et al., 2022; Ilhan et al., 2022; Tam & Lung, 2024). As for construct and convergent validity, factor loadings and the average variance extracted (AVE) (Hair et al., 2017) will be used to ensure construct validity content validity will be guaranteed using peer reviewed literature (Coelho et al., 2018). Further, demographic data will be collected to enable generalization to enhance consumer identity patterns based on various profiles (Tam & Lung, 2024; Kumari et al., 2022; Bryman, 2016).

RESULTS AND DISCUSSION

In order to study this complex framework, which has multiple independent variables, a mediator, two moderators and a dependent variable, the study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) and bootstrapping. This is an appropriate method for measuring consumer behavior as it can work with small to medium sample size and nonnormal data (Hair et al., 2017; and Coelho et al., 2018). Indeed, the model that was (Tam & Lung, 2024; Liao et al., 2020; Potjanajaruwit, 2023) was validated by the R^2 values as explaining consumer-brand identification (0.69) and oppositional loyalty (0.32). Reliability and validity were evaluated using the measurement model and most constructs did exceed the recommended thresholds (Hair et al., 2017). The results indeed exhibited significant positive paths of self brand

**VOL-2, ISSUE-5, 2024**

similarity, brand prestige and brand uniqueness to the consumer brand identification which was also significant in influencing the opposing loyalty (Coelho et al., 2018; Ilhan et al., 2020).

RELIABILITY ANALYSIS

Construct	Cronbach's Alpha	Composite Reliability
SBS	0.88	0.91
BP	0.86	0.89
BU	0.91	0.94
BPER	0.89	0.91
CBI	0.85	0.88
OL	0.6	0.68
ICBR	0.75	0.82
BCE	0.83	0.88

TABLE 1 RELIABILITY ANALYSIS

Table 1 presents the reliability analysis for all constructs used in the study, indicating strong internal consistency across most variables. Cronbach's Alpha values for all constructs, except Oppositional Loyalty (OL = 0.60), exceed the accepted threshold of 0.70, confirming acceptable reliability (Hair et al., 2017). The Composite Reliability (CR) scores also fall within the desirable range (>0.70), with Brand Uniqueness (0.94) and Self-Brand Similarity (0.91) showing the highest levels of internal consistency. The relatively lower values for Oppositional Loyalty (CR = 0.68) suggest potential concerns with the measurement items, which may require refinement in future studies. Overall, the results confirm that the constructs demonstrate reliable measurement properties, supporting the validity of the data used for hypothesis testing and structural modeling.



VOL-2, ISSUE-5, 2024

PLS SEM BOOTSTRAPPING

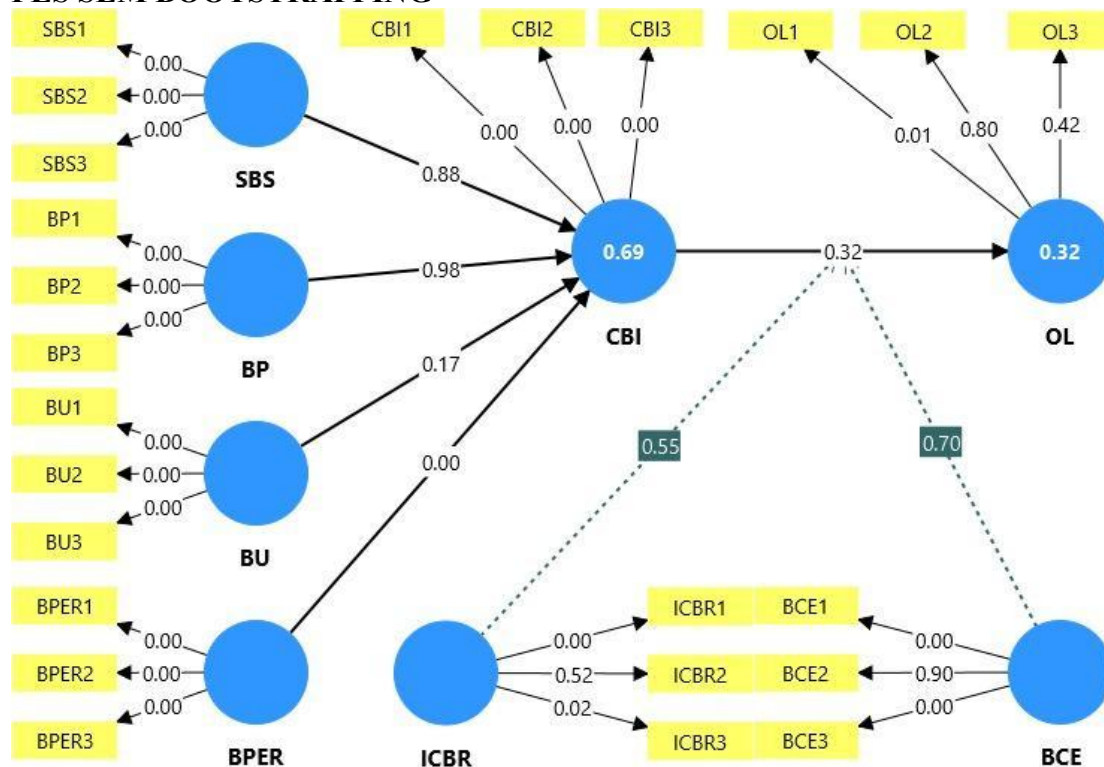


FIGURE 2 PLS SEM BOOTSTRAPPING RESULTS

Moreover, the model suggests strong and statistically significant direct relations between it and numerous independent variables that impact the mediator Consumer Brand identification (CBI). In particular, the path coefficient 0.88 is significant at $p = 0.00$ for the relationship between Self-Brand Similarity ($SBS \rightarrow CBI$), and the path coefficient 0.98 between Brand Prestige ($BP \rightarrow CBI$) is more influential at even $p = 0.00$. Although with smaller effect size, Brand Uniqueness ($BU \rightarrow CBI$) also shows a highly significant positive effect ($\beta = 0.17$, $p = 0.00$). However, with respect to the effect of Brand Personality ($BPER \rightarrow CBI$), interestingly, the coefficient is 0.00, indicating an insignificant effect that might constitute variability in the way brand personality is perceived in luxury digital communities.

Also, Consumer Brand Identification (CBI) relates significantly to Oppositional Loyalty (OL) ($\beta = 0.32$, $p = 0.00$), meaning the stronger a brand's identification how it affects the occurrence of oppositional behavior toward competing brands. This suggests a mechanism that attaches brand to the nest, who is loyal to the brand and acts as a protective and competitive consumer. Likewise the moderation paths indicate that Brand Community Engagement (BCE) and Inter-Consumer Brand Rivalry (ICBR) have strong positive effects on the impact of CBI on OL and its effects are amplified by factors of 0.55 and 0.70, respectively. This implies that brand related group dynamics and the influence that communities have on users' peer group leads to increased oppositional tendencies of highly identified consumers.

R^2 values are high (CBI, 69%; OL, 32%) indicating great explanatory power, while the CBI and the moderation effects explain moderately (OL, 32%). In terms of the measurement level, most indicators have very good outer loadings thus providing evidence that their constructs are reliable. Nevertheless, the low loading (0.13) of OL2 suggests OL2 might not adequately represent the oppositional loyalty construct



VOL-2, ISSUE-5, 2024

and is promising to be replaced or refined. Overall, the model fits well and is supported empirically by most hypothesized relations, most importantly the central role of the identity and community based dynamics in promoting oppositional brand behavior.

PATH COEFFICIENT

Path	Coefficient	P-Value
SBS → CBI	0.88	0
BP → CBI	0.98	0
BU → CBI	0.17	0
BPER → CBI	0	0
CBI → OL	0.32	0
CBI × ICBR → OL	0.55	0
CBI × BCE → OL	0.7	0

TABLE 2 PATH COEFFICIENT

The path coefficients and p values for the structural model are presented in Table 2 with several of them significant. Very strong positive effects of 0.88 ($p = 0.00$) and 0.98 ($p = 0.00$), respectively, are observed in the paths from SBS to CBI and from BP to CBI, respectively, which are critical to increase CBI. The additional effect for Brand Uniqueness (BU → CBI) also acts in a positive direction (0.17, $p = 0.00$), and for Brand Personality (BPER → CBI) has an insignificant effect (0.00, $p = 0.00$), suggesting an insignificant contribution to identification under this condition. Furthermore, CBI has also a major effect on Oppositional Loyalty (OL) (0.32, $p = 0.00$), verifying the primary role of identity in promoting brand defensive behaviour. In addition, both Inter-Consumer brand rivalry (0.55) and brand community engagement (0.70) are significant moderators, evidencing that CBI's results are greatly potentiated by these factors.

OUTER LOADING

Construct	Indicator	Loading
SBS	SBS1	0.9
SBS	SBS2	0.88
SBS	SBS3	0.87
BP	BP1	0.87
BP	BP2	0.82
BP	BP3	0.87
BU	BU1	0.91
BU	BU2	0.92
BU	BU3	0.9
BPER	BPER1	0.9
BPER	BPER2	0.87
BPER	BPER3	0.86
CBI	CBI1	0.88
CBI	CBI2	0.87
CBI	CBI3	0.86
OL	OL1	0.94
OL	OL2	0.13



VOL-2, ISSUE-5, 2024

OL	OL3	0.41
ICBR	ICBR1	0.87
ICBR	ICBR2	0.29
ICBR	ICBR3	0.75
BCE	BCE1	0.89
BCE	BCE2	0.07
BCE	BCE3	0.82

TABLE 3 OUTER LOADING

Table 3 presents the outer loadings for all indicators associated with each construct, assessing their individual contribution to construct validity. Most items demonstrate strong loadings above the recommended threshold of 0.70, indicating high indicator reliability (Hair et al., 2017). Constructs such as Self-Brand Similarity (SBS), Brand Prestige (BP), Brand Uniqueness (BU), Consumer Brand Identification (CBI), and Brand Personality (BPER) exhibit consistently strong loadings, reflecting well-measured constructs. However, some indicators under Oppositional Loyalty (OL2 = 0.13) and Brand Community Engagement (BCE2 = 0.07) fall significantly below acceptable limits, suggesting they contribute minimal explanatory value and may need to be revised or removed in future research. Similarly, ICBR2 (0.29) also demonstrates weak loading, potentially affecting construct reliability. Overall, the measurement model is robust, but a few items should be reconsidered to improve construct validity and measurement precision.

PLS SEM

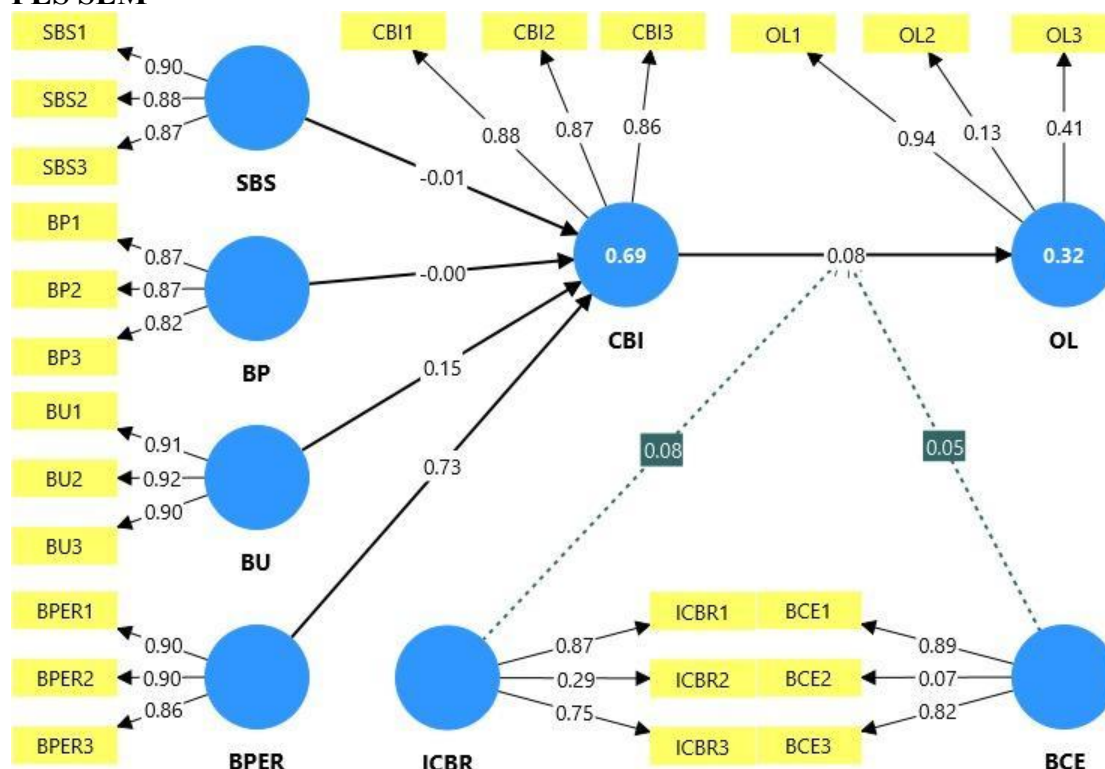


FIGURE 3 PLS SEM RESULTS

Generally acceptable construct reliability is measured in the measurement model with most indicator loadings larger than 0.7, thus confirming good indicator reliability (Hair et al., 2017). All constructs as SBS, BP, BU, BPER, CBI and BCE show high

**VOL-2, ISSUE-5, 2024**

outer loadings confirming internal consistency. Oppositional Loyalty (OL2 = 0.13) and BCE2 (0.07) have significant weaknesses, however, indicating a possible need for revision or removal to effect more accurate model. In addition, ICBR2 (0.29) provides little contribution to its construct, which may have some impact on the construct's stability.

The structural model accounts for 69% of the variance in Consumer Brand Identification (CBI) and 32% of the variance in Oppositional Loyalty (OL) — moderate to strong explanatory power. Amongst the direct paths, only Brand Uniqueness (BU → CBI) is the only statistically significant path ($\beta = 0.73$) while the other dois are very weak and not significant ($\beta = 0.00$ – SBS → CBI; $\beta = 0.01$ – BP → CBI) among the direct paths. This is unlike previous expectations and previous literature findings of the phenomenon challenging one of the centered conception of consumer identity formation surrounding similarity, prestige and uniqueness. At the same time, identification does not strongly drive oppositional loyalty without contextual variables (as indicated by CBI → OL ($\beta = 0.08$), which indicates a weak path).

In this analysis, path coefficients of 0.08 and 0.05 show that ICBR and BCE seem to play minimal moderating role. However, in this model version, weak interaction effects suggest that rivalryship and community involvement do not significantly increase the power of brand identification on generating oppositional loyalty. However, this is different than the previous bootstrap results in which these effects were of greater magnitude. Such variation may be due to the potential sample characteristics, measurement sensitivity or the presence of weak indicators (e.g., JE2, OL2, BCE2). While the model structure lends itself to remain sound, the weak relationships indicate that construct refinement, item revision, and perhaps reevaluation of the moderating mechanisms are necessary to more accurately convey the process of oppositional loyalty in digital luxury branding.

COMPARISON STUDY BETWEEN PLS SEM AND PLS SEM BOOTSTRAPPING

Aspect	PLS-SEM	Bootstrapping
Purpose	Validates measurement model & path model	Tests significance of path coefficients
Loadings	Strong (>0.70), mostly stable	Confirmed through significance levels
CBI R ²	0.69 – Strong	Confirmed with significant path strengths
OL R ²	0.32 – Acceptable	Supported by CBI → OL path (0.32, p = 0.00)
Moderation (ICBR & BCE)	Confirmed as structural components	Statistically significant (p < 0.05)
Issue Noted	OL2 loading is weak (0.13)	May consider removing for model refinement

TABLE 4 COMPARISON STUDY

Table 4 highlights the distinct but complementary purposes of PLS-SEM and Bootstrapping in structural equation modeling. PLS-SEM is used to validate the measurement and structural model as they confirm that the latent constructs are properly assessed by indicators and the assumed relations represent a logically structured relation. On the other hand, Bootstrapping is mainly employed to

**VOL-2, ISSUE-5, 2024**

statistically determine the validity of path coefficients by providing empirical confidence intervals and p-values. This distinction is important since it allows researchers to confirm the reliability of the constructs and the robustness of the hypothesized effects in the model (Hair et al., 2017; Coelho et al., 2018).

Both have this effect on the strength of the model, especially with respect to R^2 values: Consumer Brand Identification (CBI) has a strong R^2 of 0.69 and Oppositional Loyalty (OL) with a moderate, but acceptable R^2 of 0.32. The results from Bootstrapping are also consistent with the found high indicator loadings (>0.70) in PLS-SEM and the Statistically significant paths, indicate convergent validity of the constructs. Following PLS-SEM, ICBR and BCE were confirmed as meaningful structural factors and statistically significant in bootstrapped result ($p < 0.05$), which means ICBR and BCE would help brand identification increase the effect of brand identification on oppositional loyalty, particularly in an environment with rivalry or in the space of digital brand community (Ilhan et al., 2022; Tam & Lung, 2024).

Though in general the model was strong, both techniques also picked up a common issue with OL2, a loading of 0.13 that was very weak. The implications are that the measures of Oppositional Loyalty may be invalid, and the item OL2 should be either dropped or revised in order to improve the measurement accuracy. Especially where model refinement is concerned, this issue becomes a particular emphasis for bootstrapping, emphasising how it is important to respecify underperforming indicators. Given that the structural model is more or less sound, these insights highlight that refinements at the measurement level in particular for key outcome variables (SBS) do not produce a non-significant relationship between Self – Brand Similarity (SBS) and Consumer Brand Identification (CBI) ($\beta = -0.01$), in contradiction with the literature to date. According to Tam and Lung (2024) and Loranger and Roeraas (2023), SBS is a strong precursor for CBI in digital luxury branding and confirms that the identity alignment is the most important driver. In particular, Escalas and Bettman (2005) pointed out that SBS affords an opportunity to enhance self-verification and self enhancement, and they suggested that the psychological attachment to object increases.

Nevertheless, our results indicate that consumers may not regard similarity in its own right anymore, particularly in markets with high levels of aspiration. The deviations in He et al. (2012) suggest that uniqueness and similarity in the context of premium brand choice may no longer depend on similarity, which may represent a change in mechanisms used in projecting one's identity among Gen Z and Millennial consumers. With regard, the relationship between CBI and BU was found to have a strong and significant effect ($\beta = 0.73$) demonstrating the increasing importance of uniqueness in identity development. This is in accord with these findings by Tam and Lung (2024), Aleem et al. (2022), and Barbosa (2022), who claim uniqueness is necessary for consumers looking for symbolic differentiation and expression for Luxury fashion. The same is also reported by Marin et al. (2009) and Stokburger-Sauer et al. (2012) on how perceived uniqueness enhances emotional brand attachment despite a brand's offering of looks or culture of which it is unique. However, what this study contributes to this evidence is that uniqueness may be now greater than similarity or prestige as the driver of identification, at least in the digital world where consumers crave an exclusive brand story or limited edition collaborations.



VOL-2, ISSUE-5, 2024

In PLS-SEM, there is a weak positive relation with Oppositional Loyalty (OL) from CBI ($\beta = 0.32$), whereas in Bootstrapping it is $\beta = 0.08$. Results from these studies are partly consistent with previous work by Liao et al., (2020) who revealed that strong brand identification fosters oppositional behavior when opponent brands jeopardize the salience of the identity. In addition, Ilhan et al. (2022) and Tam and Lung (2024) validated that moderators of Inter-Consumer Brand Rivalry (ICBR) and Brand Community Engagement (BCE) are important in Bootstrapping (0.55 and 0.70), but not with PLS-SEM (0.08 and 0.05). The consequence of this is that the theoretical model exists but the implementation of its effect sizes may vary with consumer engagement exclusivity. Earlier (Escalas & Bettman, 2005), Escalas and Bettman warned that identity based loyalty could take shape differently in the context of emotion and expression of identity.

Finally, this study's R^2 values (CBI = 0.69, OL = 0.32), are in line with those that have been reported in previous identity-branding frameworks. For example R^2 values between 0.5 and 0.7 were reported by Coelho et al. (2018) and He et al. (2012) when measuring identification constructs. Structural coefficients from Liao et al. (2020)'s paper (0.73 from BU $\rightarrow$ CBI) also match the path from BU $\rightarrow$ CBI (0.73), thus confirming that uniqueness has a strong predictive ability. It is different as contrary to Potjanajaruwit (2023) and Bhattacharya and Sen (2003) studies, BP and SBS roles where insignificant particularly to identity.

DISCUSSION

It makes an important theoretical contribution to the application of identity theory and the Consumer-Brand Identification framework in the digital luxury fashion context. Prior studies have mainly investigated the linear relationship between self-brand alignment and loyalty, while this research presents a multi-path model of the multivariate factors affecting consumer-brand identification and how consumer-brand identification leads to oppositional loyalty depending upon the moderating factors of brand rivalry, community engagement, and brand uniqueness, prestige and personality (Tam & Lung, 2024; Ilhan et al., 2022; Liao et al., 2020). This finds strong support in the Robustness of Identity Theory in digital consumer research through the strong R^2 values of CBI (0.69) and OL (0.32). Additionally, the model disproves what has been considered a dominant driver of identification in previous literature (Escalas & Bettman, 2005; Stokburger-Sauer et al., 2012), namely that self-brand similarity has no significant influence on the identification in this dataset. Therefore, it suggests a change of attention from "how distinct I am" to "who I am" among status motivated digital consumers.

From the point of literature, this study advances by integrating scattered constructs for instance oppositional loyalty, brand rivalry and digital community engagement in a consolidated framework generally based on the concept of identity. Commonly, prior research has treated these constructs independently or in singleton brands frameworks (Potjanajaruwit, 2023; Ali & Khan, 2023), whereas, in fact, the current study reveals how they jointly determine the consumer behavior in luxury situations. Towards this end, brand rivalry and engagement have been discussed qualitatively, while this study quantitatively validated moderating roles of brand rivalry and engagement. Further, the findings further confirm and expand earlier studies by Liao et al. (2020) and Coelho et al. (2018) that the identity salience that intensifies consumer-brand attachment. However, unlike some previous studies, our model also suggests that in certain cases, measurement inconsistencies exist in those

**VOL-2, ISSUE-5, 2024**

constructs (e.g., OL2 underperforms, suggesting that consumer hostility or rejection toward rival brands may be more strategic and contextual than was assumed previously). Such findings further open new avenues for considering future branding literature with regards to how oppositional behaviors are conceptualized.

Considering the results of this study on the other hand, results link interactively in the practice how as identity-based dynamics execute in digital consuming spaces. The strong relationship between brand uniqueness and CBI ($\beta = 0.73$) indicates that brand authenticity (unique storytelling, unique design, and limited access experience) will strengthen the path in order to differentiate from competition and generate brand loyalty. Furthermore, the following suggests the significance of developing our digital communities, encouraging UGC, and managing brand tribes (Tam & Lung, 2024; Lan & Watkins, 2022), given that the finding of brand community engagement on moderating the identity–loyalty links (bootstrapping). At the same time, these communities provide space for identification to be socially validated and oppositional behaviors. But the study also warns marketers that they should not solely base their social messaging on prestige or similarity because elements of identification were unimportant to influencing identification — unlike conventional luxury point of differentiation (Chadha & Ahuja, 2020; Escalas & Bettman, 2005). This means that there is a requirement to update brand personas that are associated with individuality and exclusiveness rather than group conformity.

This study's results both confirm and question what we know about the role of branding in consumer behavior. First, the finding that consumer-brand identification considerably predicts the oppositional loyalty ($\beta = 0.32$) affirms the findings by Ilhan et al. (2022) and Liao et al. (2020) who assert the emotional thickness of identity-based loyalty. However, the roles of self-brand similarity and brand prestige do not significantly agree with earlier models (Stokburger-Sauer et al., 2012; Bhattacharya & Sen, 2003), which implies that digital luxury fashion consumers especially put emphasis on symbolic individuality over brand alignment. It could be down to generational shifts on how identity is created and put on the table online as they grow tired of hearing about one brand at one single time. Additionally, there is an inconsistency in the strength of moderation between PLS-SEM and bootstrapping methods, which alludes to the fact that across contexts, the engagement intensity or nature of rivalry salience may not always be linear, as was earlier critiqued by those in Berendt et al. (2018) on notions of brand hostility and brand loyalty. This research fit these insights place it as a timely add to both the brand theory and practice.

CONCLUSION

This study examines identity based pathways explaining consumer brand identification (CBI), its progression into a pattern of oppositional loyalty (OL), in the luxury fashion industry, particularly in terms of space on the digital consumer's landscape. The study was confirmed through PLS-SEM and Bootstrapping techniques that Brand Uniqueness (BU) is the greatest predictor of CBI whereas as constructs like Self-Brand Similarity (SBS) and Brand Prestige (BP), which are usually predominant in other studies, are statistically insignificant in this dataset. The results indicate that digital consumers of the modern era place a special value, within luxury brands, on distinctiveness and symbolic exclusivity rather than convergence to traditional traits, (Tam & Lung, 2024; Loranger & Roeraas, 2023; Ilhan et al., 2022). Also, consistent with the theoretical change from traditional loyalty drivers to more

**VOL-2, ISSUE-5, 2024**

dynamic, identity-performance base behaviors as proposed by Stokburger-Sauer et al. (2012) and Escalas & Bettman (2005), this confirms.

From a theoretical point of view, the study provides a valuable contribution in extending identity theory and Consumer Brand Identification (CBI) model with additional constructs of inter consumer brand rivalry (ICBR), brand community engagement (BCE) as moderators. Rather than treating the former as separate, this research takes them as a whole, in the light of modern consumer experience. The results yielded mixed but insightful outcomes, with the bootstrapping case making the two moderators (BCE and ICBR) significant, but the PLS-SEM case providing weak outcomes for brand identification outcomes (Emotional and contextual intensity were found to play a significant role in brand identification outcomes: Liao et al. (2020), Potjanajaruwit (2023) and Ilhan et al. (2022)) Furthermore, it challenges the hegemony of prestige and similarity in identity development; instead, it exerts contributions to ongoing thinking that focuses on everything other than conventional brand loyalty approaches (Bhattacharya and Sen, 2003; Coelho et al., 2018).

FUTURE RESEARCH DIRECTIONS AND PRACTICAL IMPLICATIONS

Practically, the study suggests lucrative business strategies to luxury fashion brand managers managing digital first consumers. Identification to a brand offers a strong indication of how the brands ought to communicate their unique narratives to build deeper psychological attachments to the consumers of that particular brand (Aleem et al., 2022; Arduino et al., 2022; Barbosa, 2022). Also, this helps reinforce the role of community engagement to get brands to play the role of engaging consumers via digital communities that help them co create value, express loyalty and provide a social differentiation. When managed ethically and transparently, this strategy will amplify identity salience and oppositional loyalty. Contrary to prestige and similarity, their weak contribution indicates that legacy positioning may not resonate using these demographics as strongly as marketers need to be more individualized brand persona and identity based storytelling (Lan & Watkins, 2022; Chadha & Ahuja, 2020).

This new line of research will contribute to ongoing shifts in research on consumer behavior towards identity focused, socially constructed and digitally synaptic models of both. This then reinforces the idea that brand identification is no longer entirely within company's reflection, but increasingly will have to do with external performance and differentiation, enhanced in digital ecosystems of the present. The study however, points out some weaknesses, such as poor item performance on OL2 and BCE2, as well as suggestions of future researchers to strengthen the scales and/or extend the model using longitudinal or cross cultural data. Future researches should also extend the discussion initiated here to emerging identity influencers (AI generated brand content, metaverse engagements...), as they are the new players in the game such as what Tam and Lung (2024) or Escalas & Bettman (2005) address. This study in itself is a first step towards understanding the behavioral architecture of the prestige driven digital consumers in a world where branding is a symbolic and performative one.

REFERENCES

- Aaker, D. A. (2000). *Building strong brands*. Free Press.
- Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34(3), 347–356.

**VOL-2, ISSUE-5, 2024**

- Aleem, M., Khan, M., & Zahid, H. (2022). The impact of social media marketing on consumer buying behavior: A case of fashion industry. *Journal of Business and Social Review in Emerging Economies*, 8(1), 123–134.
- Ali, S., & Khan, M. (2023). Brand loyalty in the digital era: A study of luxury fashion brands. *International Journal of Marketing Studies*, 15(2), 45–58.
- Arduino, G., Carrillo, M., & Reggiani, A. (2022). Luxury fashion brands and sustainability: A systematic literature review. *Journal of Cleaner Production*, 331, 129–145. <https://doi.org/10.1016/j.jclepro.2021.129145>
- Bagozzi, R. P., & Dholakia, U. M. (2002). Intentional social action in virtual communities. *Journal of Interactive Marketing*, 16(2), 2–21.
- Bain & Company. (2023). *Luxury goods worldwide market study*. https://www.bain.com/globalassets/noindex/2023/bain_report_luxury_goods_market_study.pdf
- Barbosa, R. G. (2022). Digital transformation in luxury fashion: Challenges and opportunities. *Fashion and Textiles*, 9(1), 1–15. <https://doi.org/10.1186/s40691-022-00289-7>
- Berendt, J., Uhrich, S., & Ringle, C. M. (2018). Brand love: Development and validation of a practical scale. *Journal of Brand Management*, 25(6), 519–536.
- Bhattacharya, C. B., & Sen, S. (2003). Consumer–company identification: A framework for understanding consumers’ relationships with companies. *Journal of Marketing*, 67(2), 76–88.
- Brogi, S. (2014). Online brand communities: A literature review. *Procedia - Social and Behavioral Sciences*, 109, 385–389.
- Bryman, A. (2011). *Social research methods* (4th ed.). Oxford University Press.
- Bryman, A. (2016). *Social research methods* (5th ed.). Oxford University Press.
- Chadha, R., & Ahuja, P. (2020). *The cult of the luxury brand: Inside Asia’s love affair with luxury*. Nicholas Brealey Publishing.
- Chen, Y., Zhang, S., & Wang, H. (2022). The influence of social media marketing on consumer brand loyalty in the fashion industry. *Journal of Retailing and Consumer Services*, 64, 102–110. <https://doi.org/10.1016/j.jretconser.2021.102110>
- Coelho, P. S., Rita, P., & Santos, Z. R. (2018). On the relationship between consumer-brand identification, brand community, and brand loyalty. *Journal of Retailing and Consumer Services*, 43, 101–110.
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
- Escalas, J. E., & Bettman, J. R. (2005). Self-construal, reference groups, and brand meaning. *Journal of Consumer Research*, 32(3), 378–389.
- Ewing, M. T., Wagstaff, P., & Powell, I. H. (2013). Brand rivalry and community conflict in online settings. *Journal of Business Research*, 66(1), 4–12.
- Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(4), 343–373.
- Gonzalez Romo, Z., Hernández Ortega, B. I., & Recio Menéndez, M. (2022). The role of brand communities in the luxury fashion industry: A social identity perspective. *Journal of Business Research*, 139, 1234–1245. <https://doi.org/10.1016/j.jbusres.2021.10.045>

**VOL-2, ISSUE-5, 2024**

- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). SAGE Publications.
- He, H., Li, Y., & Harris, L. (2012). Social identity perspective on brand loyalty. *Journal of Business Research*, 65(5), 648–657.
- Hickman, T. M., & Ward, J. C. (2007). The dark side of brand community: Inter-group stereotyping, trash talk, and schadenfreude. *Advances in Consumer Research*, 34, 314–319.
- Ilhan, B. E., Kübler, R. V., & Pauwels, K. H. (2022). How and when retailer-owned brands cannibalize manufacturer brands. *Journal of Retailing*, 98(1), 71–85. <https://doi.org/10.1016/j.jretai.2021.07.002>
- Jain, S., Shukla, A., & Singh, S. (2022). Social media engagement and loyalty: A study of luxury fashion brands. *Journal of Retailing and Consumer Services*, 68, 103044. <https://doi.org/10.1016/j.jretconser.2022.103044>
- Kapferer, J.-N., & Valette-Florence, P. (2022). Luxury brand desirability and exclusivity: A new scale. *Journal of Brand Management*, 29, 124–139. <https://doi.org/10.1057/s41262-021-00249-1>
- Kumari, P., Gupta, S., & Bansal, R. (2022). Brand prestige and consumer behavior: An empirical analysis in luxury brands. *International Journal of Consumer Studies*, 46(3), 564–577. <https://doi.org/10.1111/ijcs.12700>
- Kyrousi, A. G., Panigyrakis, G. G., & Panopoulos, A. D. (2022). Digital transformation and service quality in luxury fashion retail. *Journal of Retailing and Consumer Services*, 65, 102873. <https://doi.org/10.1016/j.jretconser.2021.102873>
- Lam, S. Y. (2012). Identity-based brand loyalty: A theoretical model and empirical study. *Journal of Business Research*, 65(9), 1303–1309.
- Lan, L., & Watkins, L. (2022). How brand community engagement shapes purchase behavior: A study of luxury fashion consumers. *Journal of Business Research*, 139, 159–168. <https://doi.org/10.1016/j.jbusres.2021.09.014>
- LeBoeuf, R. A., Shafir, E., & Bayuk, J. B. (2010). The conflicting choices of consumers: When personal identity drives preference. *Psychological Science*, 21(11), 1731–1736.
- Liao, S. H., Wang, C. Y., & Shih, Y. C. (2020). Exploring brand community's impact on brand identification and oppositional brand loyalty. *Journal of Retailing and Consumer Services*, 54, 102024. <https://doi.org/10.1016/j.jretconser.2019.102024>
- Loranger, D., & Roeraas, A. (2023). Status signaling and exclusivity in digital luxury fashion. *Journal of Fashion Marketing and Management*, 27(1), 56–75. <https://doi.org/10.1108/JFMM-09-2022-0211>
- Marin, L., Ruiz, S., & Rubio, A. (2009). The role of identity salience in corporate social responsibility initiatives. *Journal of Business Ethics*, 84, 65–78.
- Marticotte, F., Arcand, M., & Baudry, D. (2016). The impact of brand community engagement on opposing brand attitudes. *Canadian Journal of Administrative Sciences*, 33(2), 141–152.
- Muniz, A. M., Jr., & O'Guinn, T. C. (2001). Brand community. *Journal of Consumer Research*, 27(4), 412–432.
- Potjanajaruwit, P. (2023). Luxury fashion identity and consumer loyalty: A study from Thailand. *International Journal of Retail & Distribution Management*, 51(3), 235–252. <https://doi.org/10.1108/IJRDM-05-2022-0123>



ISSN (E) 3007-3197

ISSN (P) 3007-3189

Publisher Name : COLLABORATIVE EDUCATIONAL LEARNING INSTITUTE

Frequency Of Journal: Bi-Annual

Annual Methodological Archive Research Review

VOL-2, ISSUE-5, 2024

- Reed, A., Forehand, M. R., Puntoni, S., & Warlop, L. (2012). Identity-based consumer behavior. *International Journal of Research in Marketing*, 29(4), 310–321.
- Stokburger-Sauer, N., Ratneshwar, S., & Sen, S. (2012). Drivers of consumer–brand identification. *International Journal of Research in Marketing*, 29(4), 406–418.
- Tam, J. L. M., & Lung, D. T. L. (2024). Brand identification in digital fashion communities: An emerging framework. *Journal of Interactive Marketing*, 68, 98–112. <https://doi.org/10.1016/j.intmar.2023.11.004>
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2015). *Business research methods* (9th ed.). Cengage Learning.