

THE EFFECT OF BRAND ATTACHMENT, BRAND EXPERIENCE, AND SELF-IMAGE CONGRUENCE ON THE PURCHASE INTENTION OF LUXURY BRAND

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ABSTRACT

This study empirically builds a conceptual model that describes the effects of brand attachment, self-image congruence, and brand experience on purchase intention. The focus of this research is to examine the debate over the findings of previous researchers regarding the influence of hedonic motivation and self-image congruence in attachment theory-based models using brand attachment as the central variable. The contribution of this study is to investigate the relationship between hedonic motivation and self-image congruence because, so far, no research has tested the effect of hedonic motivation on self-image congruence. Attachment theory and self-congruity theory are used to solve this problem. The sample selection used a purposive sampling strategy with the characteristics of respondents in Indonesia who had used luxury brands. The number of samples that were successfully collected and tested included 354 respondents. The hypothesis was tested using the Structural Equation Model (SEM) analysis technique. The findings confirm that hedonic motivation and self-image congruence are drivers of brand attachment and increase consumers' purchase intentions.

JEL : M30, M31.

Keywords : *brand attachment, self-image congruence, hedonic motivation, brand experience, purchase intention.*

ABSTRAK

Penelitian ini mencoba mengembangkan model konseptual secara empiris tentang pengaruh brand attachment, self-image congruence, dan brand experience terhadap niat beli. Peneliti menemukan bahwa keterikatan merek dan keselarasan citra diri tidak optimal untuk perusahaan merek mewah, meningkatkan kemungkinan mereka memengaruhi niat beli konsumen merek mewah. Fokus penelitian ini adalah mengkaji perdebatan atas temuan peneliti sebelumnya mengenai pengaruh variabel motivasi hedonis dan keselarasan citra diri pada model berbasis teori keterikatan dan menggunakan keterikatan merek sebagai variabel inti. Penelitian ini juga menggabungkan teori keterikatan dan teori keselarasan diri untuk memecahkan masalah tersebut. Pemilihan sampel menggunakan strategi purposive sampling dengan karakteristik responden Indonesia yang pernah menggunakan merek-merek mewah. Sebanyak 354 dari 375 responden berhasil dikumpulkan dan diuji sampelnya, sekitar 21 kuesioner berisi data yang tidak memenuhi syarat. Pengujian hipotesis akan menggunakan teknik analisis SEM (Structural Equation Model). Temuan mengkonfirmasi bahwa motivasi hedonis dan keselarasan citra diri adalah pendorong keterikatan merek, dan dapat meningkatkan niat beli konsumen.

Kata Kunci : *keterikatan merek, kesesuaian citra diri, motivasi hedonis, pengalaman merek, niat beli.*

1. INTRODUCTION

Luxury brands compete fiercely in the fashion and luxury goods markets. Among the many probable justifications for the brand, conviction in the effectiveness and efficiency of developing

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a strong brand to benefit all the company's product lines stands out (Brexendorf & Keller, 2017). Luxury brand marketing is becoming increasingly complex as it conveys images of quality, performance, authenticity, and selling experience by connecting them to consumer lifestyle constructs (Atwal & Williams, 2017). Traditionally, luxury products have been considered classic and timeless. However, this definition may change and not apply to all luxury products (Pham, Valette-Florence, & Vigneron, 2018). A luxury brand is a name that consumers recognize as high-quality, provides genuine value in the form of desired practical and emotional benefits, has a prestigious image in the marketplace, and is deemed worthy of a premium price (Ko, Costello, & Taylor, 2019). Marketing in the luxury brand sector differs from that of other industries. Consumers of luxury brands seek products that offer value to others and their self-concepts (Loureiro, Jiménez-Barreto, & Romero, 2020).

It is interesting to investigate the concept of "brand attachment," which refers to the link between consumers and brands. Brand attachment is an important component of brands. When a brand provides hedonic resources, buyers derive satisfaction from the brand they purchase, which is the underlying mechanism of brand attachment (Liu, Kou, Guan, Hu, & Pu, 2020). Many consumers buy brands based solely on emotional factors (De Villiers, Chinomona, & Chuchu, 2018) because they can meet different consumer needs, namely, functional and hedonic (Zhu, Teng, Foti, & Yuan, 2019). Individuals emotionally connected to a brand can learn about themselves through the brands they like. Therefore, customer engagement can influence brand loyalty through attachment (Li, Teng, & Chen, 2020). Brand attachment can be useful in encouraging consumer purchase intentions towards premium brands (luxury brands) at high prices (Ku & Lin, 2018). In addition to brand experience and the influence of brand attachment on customer retention, understanding marketing requires understanding the brand experience and the influence of brand attachment on customer retention (Hino, 2016). Brand experiences can make customers feel more secure, directly affecting their repurchase intention (Khan, Panditharathna, & Bamber, 2020).

This study sought to identify the causes and effects of brand attachment. Previous research has revealed that brand attachment plays an important role and can be influenced by utilitarian, hedonic, and social motivations (Tran, Furner, & Albinsson, 2020). They also show that three independent variables are affected by brand attachment: purchase intention, continuance intention, and word of mouth (WOM). Other studies have also shown that consumers' perceptions of brand constructs, such as experience and brand attachment, influence their purchase intentions (Kim & Chao, 2019). According to the theory of attachment, attachment is a strong emotional connection through its relationship with essential things in life. Attachment is a feeling of closeness between an infant and one or more important adults, usually their mothers (Keller, 2018). Various researchers have paid great attention to attachment theory. Brand attachment explains consumer loyalty quite clearly because it contributes to maintaining consumer and brand relations in terms of repeat purchase behavior (Bahri-Ammari, Van Niekerk, Khelil, & Chtioui, 2016). The self-congruity theory developed by Sirgy states that individual behavior depends on the product image and consumer self-concept (Islam, Attiq, Hameed, Khokhar, & Sheikh, 2019).

The research gap will focus on brand attachment variables. This study examines the debate over the findings of previous researchers regarding the influence of hedonic motivation and self-image congruence on models based on attachment theory. Hedonic motivation plays a significant role and positively impacts brand attachment (Tran et al., 2020). The effect of hedonic motivation

is greater in influencing brand attachment when compared to the effect of utilitarian motivation. The basic drivers of hedonic motivation are enjoyment and desire, which are also the main drivers of the emotional bonds between consumer brands and consumers. Customers motivated to buy a product to increase pleasure will have a higher affinity for the brand, thereby increasing the sense of connectedness. By contrast, Lim, Cheah, Cham, Ting, & Memon (2020) stated that there is no correlation between hedonic value and brand attachment, which can be considered statistically significant. They explain that this can happen because young utilitarian consumers value the intrinsic shopping process more, whereas hedonic consumers place more emphasis on extrinsic processes. Therefore, utilitarian values are important for brand attachment as they influence consumers' emotional and affective states, whereas hedonic values are limited to the in-store shopping experience (Lim et al., 2020). In other words, utilitarian buyers have a more significant desire for brand loyalty.

Additional research results show that self-image congruence, consisting of real and ideal self-image congruence components, has a substantial relationship with brand attachment. When consumers feel that brand image follows their self-concept, they experience greater emotional commitment to the brand. The brand image represents consumers' self-concept and evokes stronger emotional responses (Klabi, 2020). Rabbanee, Roy, & Spence (2020) found that ideal self-image congruence has no significant effect on brand attachment. The lack of brand advertising context means that the product may not be in harmony with the ideal aspirations of the customer, thereby hindering the formation of an ideal self-congruity (Rabbanee, et al., 2020). Similarly, Lim et al. (2020) stated that the congruence of an individual's original self-image does not significantly affect their attachment to the brand. They believe that young customers generally do not need a significant emotional connection with a company because the brand becomes an authentic representation of themselves. This opinion is related to generational groups. Young consumers who grow up depend on digital technology and are vulnerable to social change, thus showing low loyalty and attachment to brands (Lim et al., 2020).

Although previous research has explored the beneficial effect of self-image congruence in promoting brand attachment, hedonic motivations that can increase self-image congruence have yet to be examined. No previous research has studied the influence of the association between these variables. Therefore, this study adds a new variable, self-image congruence, to analyze its relationship with hedonic motivation. Hedonic motivation is a behavior related to pleasure, entertainment, fantasy, and sensory aspects of consumption stimulation, which are crucial to purchase intention in consumer behavior research (Tyrväinen, Karjaluoto, & Saarijärvi, 2020). The assumption of self-image congruence is related to the symbolic and social dimensions of brand image and aims to fulfill consumer motives, such as self-esteem or social approval (Klabi, 2020). For consumers, brands have symbolic attributes that build the image of brand users and show how they look and behave. To decide whether someone likes a brand, individuals try to align their self-image with the brand image; this is called self-image congruence.

This study aims to determine the factors that drive consumer purchase intentions toward luxury brands. Research by Tran et al. (2020) expanded by adding two additional components: self-image congruence as a mediating variable between hedonic motivation and brand attachment. Consumers' self-concepts can be expressed through brand selection (Japutra, Ekinci, & Simkin, 2019). Other additional components are consumer behavioral intentions (Risitano, Romano,

Sorrentino, & Quintano, 2017) and brand experience because they can support consumers in developing brand attachments (Huaman-Ramirez & Merunka, 2019).

2. THEORETICAL FRAMEWORK AND EMPIRICAL STUDIES

2.1. Attachment Theory

This study was first conducted to discuss the relationship between infants and their parents and to understand long-term human relationships (Bowlby, 1958). The model presented in this study is based mainly on the attachment theory. Traditional definitions of attachment are based on safe and insecure attachment categories, with anxious, avoidant, terrified, and disorganized attachments functioning as subcategories of insecure attachment (Katz & Katz, 2021). Attachment theory also demonstrates that an individual's level of emotional investment in an object can accurately predict the nature of their connection to that object (Aboulnasr & Tran, 2020). Attachment theory has also been utilized as a theoretical framework in research. This theory develops and implements attachment as a two-dimensional notion, namely, identity-based attachment and bond-based attachment (Boateng, Kosiba, Adam, Ofori, & Okoe, 2020).

2.2. Self-Congruity Theory

Self-congruity theory shows how consumers' self-concepts aligned with the product or brand image used by consumers can influence consumer behavior (Choi & Rifon, 2012). Self-congruity is widely recognized as a further development of self-concept. According to the self-congruity theory, consumers prefer brands/items that they believe have an image comparable to their self-concept and view the products they buy as a representation of themselves (Sirgy, 1985). Self-congruity is a process closely related to the consumer identification of a brand (Sirgy, 2018). The idea of self-congruity contributes to explaining and predicting several aspects of consumer behavior, thereby offering a deeper understanding of the self-concept (Islam et al., 2019). Self-congruity refers to the ease with which people recognize brands. There are four types of self-congruity: actual self-congruity, ideal self-congruity, actual self-congruity, and ideal self-congruity (Sirgy, 1985). The self-congruity theory is very suitable for this study because it has been widely used in other studies. For example, this theory can examine self-congruence with brand attachment (Japutra et al., 2019) and its relationship to brand loyalty (Kang, Tang, & Lee, 2015).

2.3. Hedonic Motivation

Hedonic motivation is an emotion that can cause a feeling of pleasure and happiness from using a product (Sharif & Raza, 2017). The pleasure motive (defined as seeking pleasure, enjoyment, and pleasure) and the comfort motive (defined as seeking comfort, relaxation, ease, and painlessness) are both aspects of hedonic motivation (LeFebvre & Huta, 2021). Hedonic motivation is a pleasure-related behavior Jia, Li, Zhang, & Kong (2021), stimulating consumption's imaginative and sensual components (Babin, Darden, & Griffin, 1994). Hedonic motivation, according to Braaten, Huta, Tyranny, & Thompson (2019) definition of the term, "can be characterized as seeking pleasure" (feelings of happiness, pleasurable experiences), as well as comfort (relaxation, ease). The above definition can be exemplified when a person can achieve happiness by satisfying their needs for a pleasant life (Giuntoli, Conдини, Ceccarini, Huta, & Vidotto, 2021).

2.4. Brand Attachment

People form emotional connections with other people and other objects. For marketing purposes, consumers can form and sustain attachments to brands that they associate with strong emotions (Vahdat, Hafezniya, Jabarzadeh, & Thaichon, 2020). It involves the brand's affective component and elicits various emotions (Kang, Manthiou, Sumarjan, & Tang, 2017). Examples include affection, passion, and belonging (Alnawas & Hemsley-Brown, 2018). Gómez-Suárez & Veloso (2020) states that the conceptual nature of the construction is described in two critical factors. First, brand connections include relationships between brands on an emotional and intellectual level. Second, the importance of psychological and emotional connection with the brand is reflected in how often people remember the brand (Gómez-Suárez & Veloso, 2020). Attachment to luxury brands is an emotional connection that binds people to luxury brands and creates strong feelings in consumers for luxury businesses (Shimul, Phau, & Lwin, 2019). Consumers' emotional bonds develop strongly with only a few critical and meaningful brands. Strong brand attachment emerges over time and originates from consumer-brand interactions (Aboulnasr & Tran, 2020).

2.5. Self-Image Congruence

Self-Image Congruence (SIC) is a process in which consumers buy products/brands that they feel have symbolic attributes similar to their self-image (Jacob, Khanna, & Rai, 2020). It has been suggested that four components comprise an individual's self-concept: social self-image, ideal social self-image, actual self-image, and ideal self-image (Sirgy, 1982). When consumers decide which product to buy, the first thing they do is create a mental image that represents all the possible brands they have in mind and fits the parameters of self-image (Sung & Huddleston, 2018). The use of high SIC ideal items fulfills the demand for self-esteem, namely the urge to behave in a way that maintains or increases positive self-esteem (Bennett & Vijaygopal, 2018).

2.6. Brand Experience

The term "experience" refers to consumers' subjective and internal reactions to various brand-related stimuli they encounter during their interactions (Gómez-Suárez & Veloso, 2020). Brand experiences provide many opportunities for businesses by using interactions between consumers and brands to get pleasant consumer experiences (Beig & Nika, 2019). According to Gómez-Suárez & Veloso (2020), experience is each consumer's subjective and internal reaction to brand-related elements at every point of interaction. The concept of "brand experience" can be divided into four distinct facets of consumer reactions: sensory, affective, behavioral, and intellectual (Beckman, Kumar, & Kim, 2013). Brand experience includes subjective, internal customer perceptions (sensation, emotion, and cognition) and behavioral responses generated by brand-related stimuli, which are elements of brand design, image, packaging, product promotion, and environment (Akin, 2016).

2.7. Purchase Intention

The concept of purchase intention represents the behavior consumers anticipate in their future purchase decisions. Purchase intention is a small number of variables routinely used in consumer research investigations conducted for various purposes (Asshidin, Abidin, & Borhan, 2016). The first thing that comes to mind about a person's behavior is their purchase intention. Purchase intention is a customer's current disposition to obtain a product and this possibility to be

purchased effectively (Bebber, Milan, De Toni, Eberle, & Slongo, 2017). Purchase intention combines the buyer's attention and the possibility of buying a product (Cuong, 2020). Purchase intention is the main result that will be influenced by marketing efforts (Akturan, 2018). The desire of buyers to make purchases is very important in predicting consumer behavior (Kamalul, Mohan, & Goh, 2018).

2.8. Research Hypothesis

When a product offers hedonistic resources, consumers experience pleasure with the brand purchased, creating sentimental value and supporting the development of brand attachment (Liu et al., 2020). When a brand provides pleasurable resources to its customers, those customers will develop an emotional connection with the brand. Consumers who feel positive emotions when using a brand will feel a strong emotional bond with it (Kim & Kim, 2016). Based on the above arguments, the researcher argues that:

H1: Hedonic motivation has a positive effect on brand attachment.

Consumers who are motivated by hedonic experiences have a more substantial positive emotional response than those whose hedonic motivation is at a lower level. Consumers driven primarily by hedonic demand place a higher premium on the shopping experience (Watson, Alexander, & Salavati, 2020). Perceived individual attributes, including appearance, are referred to by the term "self-image." Appearance is the basis on which we recognize and respect ourselves and others. Appearance is also important in social interaction because it is the basis for connecting with others (Sung & Huddleston, 2018). When consumers perceive the hedonic value of the shopping experience, they feel that the brand image follows their self-image. Based on the explanation previously given, it is estimated that a higher hedonic value will positively affect the suitability of the consumer's self-image. The proposed hypothesis is:

H2: Hedonic motivation has a positive effect on self-image conformity.

Brand attachment has a beneficial effect on purchase attitudes and loyalty because companies are emotionally more likely to be liked and looked at by customers (Vredeveld, 2018). This statement shows that brand attachment is related to consumer purchase intentions. Consumer purchase intention for luxury brand products will arise when there is an emotional bond between the consumer and the brand. Customers who are loyal to the company's brand perceive it as something of value, so they tend to repurchase the brand in the long term (Hew, Badaruddin, & Moorthy, 2017) and recommend it to their friends and family. For that, the following hypotheses can be formed:

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

Jeong & Jang (2018) found that self-image conformity positively affects purchase intention. When an individual's self-image and product image are highly aligned, the individual's likelihood of buying the product increases (Rodrigo, Khan, & Ekinci, 2019). This research investigates the impact of self-image congruities (actual and ideal self-image congruities). Based on these arguments, the researcher argues that:

H4: Appropriate self-image has a positive effect on purchase intention.

Sensory, emotive, behavioral, and intellectual aspects all come together to form what is known as a holistic brand experience (Kang et al., 2017). According to the research findings, a

significant positive correlation exists between brand experience and brand-related characteristics (brand knowledge, brand attachment). Customers' positive interactions with a brand can strengthen their attachment to the brand (Huaman-Ramirez & Merunka, 2019). Therefore, the degree to which consumers connect emotionally with a brand is directly proportional to the level of their experience with that brand (Gómez-Suárez & Veloso, 2020). The hypothesis proposed as follows:

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

Previous research aimed to determine the impact of actual and ideal self-congruence on brand attachment and two elements of compulsive buying behavior (impulsive and compulsive) among British respondents (Japutra et al., 2019). As a result, consumer attachment to the brand is directly influenced by self-congruence. The findings show that for major hedonic brands, actual and ideal self-image congruence supports brand attachment and increases brand loyalty (Huber, Eisele, & Meyer, 2018). Consumers are involved in brands that fulfill their desires resulting in emotional attachment to the brand. Product engagement requires matching actual or ideal self-concepts during brand evaluation, which emerges as a powerful intervention mechanism (Sheeraz, Qadeer, Masood, & Hameed, 2018). Researchers argue that:

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

Brand experience is how the brand interacts with the consumer's five senses, such as how the brand logo looks and how attractive the atmosphere is where the brand's products are sold (De Villiers et al., 2018). Various brands use sensory stimulation to induce desired customer behavior (Moreira, Fortes, & Santiago, 2017). The findings reveal that sensory stimuli positively influence brand experience and equity and ultimately affect consumers' intention to purchase a brand. Thus, the hypothesis proposed is:

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

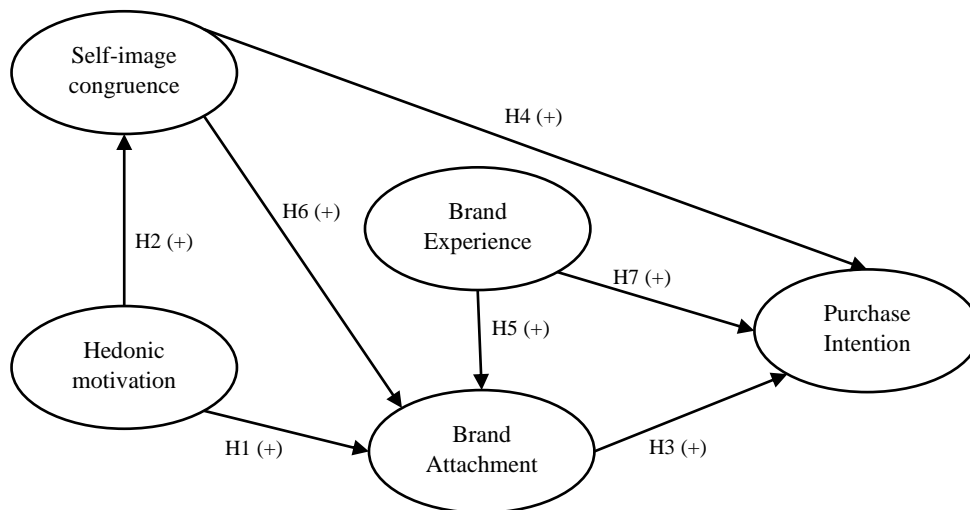


Figure 1. Research Model

3. RESEARCH METHODS

This study uses primary data to verify how brand attachment, hedonic motivation, self-image congruence, and brand experience affect purchase intention. The Zara brand was chosen to

represent a luxury brand. The selection of samples using purposive sampling is based on the characteristics of the location to obtain samples that follow the research objectives. Before launching the online questionnaire, a study with thirty consumers who had experience buying luxury brands was conducted to test the validity and reliability of the questionnaire items.

The sample was selected by considering the characteristics of respondents in Indonesia who have used luxury brand products. This study distributed 375 questionnaires from adult consumers. However, only 354 questionnaires met the criteria, while 21 other questionnaires were crossed out. Sampling was conducted in five major cities in Indonesia, with the largest sampling plan, Jakarta (30%), while small sampling in Denpasar (10%). The distribution of the questionnaire was carried out in April-May 2022 online. On a Likert scale with five points, respondents were asked to indicate whether they agreed or disagreed with the statements made in the survey.

Existing scales were adapted for all constructs in this study. The brand attachment scale is a revision of the items proposed by Hwang, Baloglu, & Tanford (2019), Kim & Chao (2019), and Kaufmann, Petrovici, Filho, & Ayres (2016). The purchase intention scale was improved from the study by Kaufmann et al. (2016); Chen-Yu, Cho, & Kincade (2016); Hew et al. (2017), and Tran et al. (2020). Hedonic motivation is an adaptation of research by Tran et al. (2020); Nicolopoulou, Gialamas, & Lavidas (2021); Hong, Lin, & Hsieh (2017), and Yu & Yuan (2019). The suitability of self-image uses a revision of the items put forward by (Japutra et al., 2019; Sohail & Awal, 2017; Wu, Ren, Pitafi, & Islam, 2020). Meanwhile, brand experience uses items that have been improved from research (Chen-Yu et al., 2016; Khan & Fatma, 2017). SEM analysis is used to assess the hypothesis. SEM (Structural Equation Modeling) is a statistical method for examining the shape of the relationship between latent structures and indicators, interactions between latent structures, and errors in direct measurements. SEM allows direct analysis between several independent and dependent variables (Hair, Black, Babin, & Anderson, 2014).

4. DATA ANALYSIS AND DISCUSSIONS

The profile of the respondents is shown in table 1 with the classification of gender, age, and income. Regarding domicile, the majority of respondents live in Surabaya with a total of 104 people (29.4%), followed by respondents who live in Jakarta, Bandung, Medan, and Denpasar, with a total of 89 people (25.1%), 64 people (18.1%), 49 people (13.8.0%) and 48 (13.6%) people.

Table 1. Respondent's Profile

Characteristic	Total	Percentage (%)
Gender		
Man	129	36,4
Woman	225	63,6
Age		
20-24 years	67	18,92
25-29 years	96	27,12
30-34 years	76	21,47
35-39 years	63	17,80
40-44 years	52	14,69
Monthly income (IDR)		
<3.000.000	97	27,40
>3.000.000	257	72,60
Educational Background		
Senior High School /equal	36	10,17
Diploma (D3)	51	14,41
Bachelor (S1)	184	51,98
Master (S2)	83	23,44

Source: Processed questionnaire data 2022

Table 2 shows that all indicators have a standard loading value of more than 0.50, which means that the data can be considered original and does not need to be discarded. In addition, the AVE value of the variables tested had values below 0.5, and the variables PI (0.417), HM (0.426), and BE (0.398), so they did not meet the criteria. Even though the AVE values of the PI, HM, and BE variables are below 0.5, they are still said to be valid because the standard loading values owned by the PI, HM, and BE indicator variables already meet the existing criteria, namely 0.5. All variables in this study are considered valid, at least 0.7. The CR value indicates that all variables have a value greater than 0.7, as shown in Table 2. It indicates that all variables included in this study are considered reliable.

Based on Table 3, the structural model has a relative value that fulfills the goodness of fit so that it opens the way for the structural model to proceed to the next stage, namely hypothesis testing. The CMIN/DF value meets the match criteria of 3.0 with a value of 1.804, which means a good match. With a value of 0.048, the RMSEA value meets the match requirements of 0.08, indicating a good match. The GFI score also meets the criteria of 0.8 – 0.9 with a value of 0.925, which means it is good. The TLI value of 0.939 and CFI of 0.948 fulfilled the criteria of 0.8-0.9 and indicated a good fit.

Table 2. Average Variance Extracted (AVE) and Composite Reliability (CR)

Variable	Code	Loading	AVE	CR	
BA	BA1	0,845	0,530	0,848	Valid;Reliabel
	BA3	0,714			
	BA5	0,672			
	BA7	0,773			
	BA8	0,614			
	Total	3,618			
PI	PI4	0,699	0,417	0,740	Valid;Reliabel
	PI5	0,57			
	PI6	0,624			
	PI8	0,681			
	Total	2,574			
HM	HM1	0,705	0,426	0,787	Valid;Reliabel
	HM2	0,662			
	HM3	0,603			
	HM4	0,648			
	HM6	0,642			
	Total	3,260			
SIC	SIC1	0,811	0,744	0,853	Valid;Reliabel
	SIC6	0,911			
	Total	1,722			
BE	BE1	0,592	0,398	0,725	Valid;Reliabel
	BE2	0,636			
	BE3	0,667			
	BE5	0,627			
	Total	2,522			

Source: Processed data

Table 3. The goodness of Fit Structural Model

No.	Index	Criteria	Value	Conclusion
1	CMIN/DF	CMIN/DF ≤ 3,0	1,804	Good Fit
2	RMSEA	RMSEA ≤ 0,08	0,048	Good Fit
3	GFI	GFI 0,8 – 0,9	0,925	Good Fit
4	TLI	TLI 0,8 – 0,9	0,939	Good Fit
5	CFI	CFI 0,8 – 0,9	0,948	Good Fit

Source: Processed data

By testing the hypotheses in table 4, we can see that six research hypotheses are supported, and one is not supported. The supported hypothesis and positive relationship are H1, H2, H3, H5, H6, and H7. Conversely, the unsupported hypothesis is H4, namely the relationship between self-image congruence and purchase intentions.

Table 4. Hypothesis Test Result

Hypothesis	Path	Std. Estimates	C.R.	P-Value	Conclusion
H1(+)	HM - BA	0,271	1,834	,067	H1 Supported
H2(+)	HM - SIC	0,763	7,860	***	H2 Supported
H3(+)	BA - PI	0,218	2,663	,008	H3 Supported
H4(+)	SIC - PI	0,010	,166	,868	H4 Not Supported
H5(+)	BE - BA	0,230	1,815	,070	H5 Supported
H6(+)	SIC - BA	0,179	2,938	,003	H6 Supported
H7(+)	BE - PI	0,432	4,516	***	H7 Supported

Source: Processed data

The first hypothesis, which states that hedonic motivation positively affects brand attachment, is accepted. This finding is in line with Liu et al. (2020) and Kim & Kim (2016)

research, which shows a substantial positive correlation between hedonic motivation and brand attachment. The consumer's attachment to the brand increases directly to the extent that the consumer's hedonic drive towards the brand is satisfied, and vice versa. Individuals feel confident because they use a brand's product and will use it more often. It will make the brand dominate the choice when someone chooses and uses fashion products. When a customer has a positive emotional reaction to using a specific brand, a strong emotional connection can be formed between the customer and the brand (Diallo, Moulins, & Roux, 2021). Individuals who are increasingly dependent on a brand will voluntarily pay attention to the development of the brand. They will make it their first choice and will always need fashion products. A positive assessment of the hedonistic value provided by the brand will create a favorable brand attitude for consumers. Emotional satisfaction is obtained through the given hedonistic symbolic value. Thus, brand attitudes will provide beneficial effects and emotional attachment to the brand (Kim & Kim, 2016).

According to the second hypothesis, it is acknowledged that hedonic motivation and self-image congruence has a favorable influence on an individual. Researchers have contributed to this idea, and the results of the hypothesis testing are accepted, and the new findings are supported by previous research conducted by Watson et al. (2020) and Sung & Huddleston (2018). The findings explain that the higher the consumer's perception of hedonic motivation will increase the suitability of the consumer's self-image to the brand image. It is because individuals who are enthusiastic when shopping increasingly feels the compatibility between the product brand and their desires.

The third hypothesis states that the positive influence of brand attachment and purchase intention is accepted. These results show consistency with previous research conducted by Vredeveld (2018) and Hew et al. (2017). Greater attachment reflects deeper connection, passion, and love, and brand attachment becomes an important determinant of consumer intention when it reaches this level (Ku & Lin, 2018). A growing sense of attachment to a customer's brand will lead to a greater increase in buying that brand. When individuals feel that a brand's product can increase their self-confidence, it will make them prefer and buy it compared to other brands. That could have happened even though the two have a similar design though. This phenomenon will produce individuals who will always follow the development of the brand. Indirectly it will stick in his mind, even suggesting those closest to buy the brand's products. Customers who feel an emotional connection with a brand are significantly more likely to make further purchases and recommend the brand to their peers (Barreda, Nusair, Bilgihan, & Okumus, 2013).

The fourth hypothesis states that the positive influence of self-image congruence and purchase intention is rejected. The results show that this study's findings are inconsistent with those of previous investigations conducted by Jeong & Jang (2018) and Rodrigo et al. (2019), which state that there is a considerable influence of self-image congruence on the intention to make a purchase. Nonetheless, Valaei & Nikhashemi (2017) and Choi & Rifon (2012) support this result which states that the compatibility between brand image and self-image does not change customer purchase intentions. It can happen because the current generation pays less attention to the suitability of product image, both ideally and actually, in choosing fashion products. They also explained that consumers do not need confirmation from groups and people closest to them when buying a product because they do not need recognition from their social environment. They will immediately buy products that they find interesting.

Meanwhile, the results of the fifth hypothesis can be accepted. The extent to which consumers' attachment to a particular brand increases directly to the quality of the consumer's

experience with that brand, and the same is true in other directions. This finding is consistent with the findings of Kang et al. (2017) and Huaman-Ramirez & Merunka (2019), which show a significant relationship between brand experience and brand attachment. A possible explanation is that when individuals feel that luxury brand products give a strong impression during the shopping process, these brands will become the first choice and dominate the alternatives in choosing fashion products. Customer interactions with brand development will strengthen emotional bonds through their experiences (Kang et al., 2017). When individuals have a good experience using the brand a product, they will be willing to pay attention to new trends from the brand and positive associate memories. The sense of belonging to the brand can contribute to developing emotional attachment (Reihani, Abdolvand, Hanzaii, & Khounsiavash, 2019).

The sixth hypothesis, which states that self-image congruence positively affects brand attachment, is accepted. Consumer attachment to a brand increases as consumers perceive that their self-image matches that brand. These results indicate that this study is consistent with previous research conducted by Japutra et al. (2019), Jayarathne (2020), and Huber et al. (2018). When there are more similarities between consumers and brands, it will strengthen the emotional connection between the two. An ideal self-concept can create an attachment to luxury brands through aspiration and compensation mechanisms (Kaufmann et al., 2016). Individuals feel that a brand can represent themselves and increase emotional ties with the brand. Likewise, individuals who feel a brand is under their wishes can increase consumer confidence when using their products. Therefore, the brand image is more under the ideal self-concept and exemplifies the image that consumers want. Consumers engage with products and generate greater influence on emotional brand attachment than actual self-concept (Sheeraz et al., 2018).

The seventh hypothesis is also accepted, a positive relationship exists between brand experience and purchase intention. This investigation's findings align with the study conducted by Moreira et al. (2017) and De Villiers et al. (2018). Sensory experiences form better customer perceptions that affect consumer purchase intentions (Ong, Lee, & Ramayah, 2018). The probability that a consumer will purchase a brand in the future increases in proportion to the quality of experience the consumer has in using that brand. When a brand gives a strong impression, individuals will prefer and buy that brand compared to other brands, even though both have almost the same quality and design. Consumers will receive a positive stimulus when previous brand encounters satisfy customers or provide benefits. Customers rely on their overall integrated experience to form purchase intentions and make purchase decisions (Ahn & Back, 2018). Consumers who have good experiences buying and using the brand's products will make them choose the brand more often when shopping.

5. CONCLUSION, SUGGESTION AND LIMITATION

This research contributes to developing knowledge about customer attachment to brands and consumer purchase intention behavior. We also provide new insights by combining two theories: the theory of attachment and self-congruity. First of all, these findings make it clear that there is an influence of hedonic drives and self-image congruence that can increase brand attachment. This study also shows that self-image congruence can mediate between hedonic motivation and brand attachment. This relationship is still being debated in previous studies. Second, the results show that hedonic motivation, self-image congruence, and brand experience significantly drive brand attachment and affect consumer purchase intentions. Third, the

importance of self-congruence in building customer brand attachment must be balanced. Interestingly, the research results reveal that self-image congruence does not play a role in determining consumer desires to make purchases.

Therefore, this research is helpful for marketers. Marketers must manage the brand by inviting potential customers to a new store, launching a new product line, or even holding a fashion show. It allows consumers to see, experience, and even enjoy their shopping process. Marketers can also provide a community platform to build stronger consumer brand emotions. Furthermore, marketers can establish emotional bonds with consumers through a brand personality that focuses on increasing the confidence of each individual who uses it. Regardless of its contribution, this research is still subject to its constraints. The first thing to consider is how generalizable the findings are. This study exclusively examines one product category in a particular country. It would be exciting to investigate the issue of luxury brand involvement in several countries and then compare the results of these investigations. In addition, it is useful to explore the impact of brand attachment on other product categories. This study adds self-image congruence variables by combining attachment and self-congruity theories. Future studies can use the variable customer satisfaction by integrating alternative theories, for example, the theory of planned behavior (TPB), which postulates that hedonistic motivation can be a significant factor in customer satisfaction.

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