

RESEARCH ARTICLE

An Empirical Examination of Relationship Between Emotional Attachment and Attitudinal Brand Loyalty Towards Luxury Fashion Brands

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Abstract: The consumer feels more loyal to product he or she feels associated with, linked to, and loves. The emotional attachment has significant influence on attitudinal loyalty. Measuring attitudinal brand loyalty can recognize potential users who are susceptible in varying scenarios. The economic conditions of India are experiencing a positive change. The number of high net worth individuals (individuals with investable assets of \$1 million or more) in India has shown a noticeable growth in past few years, according to the Asia-Pacific Wealth Report by Merrill Lynch Global Wealth Management and Capgemini. Asia-Pacific's high net worth individuals' population in 2010 has exceeded that of Europe, making it the second largest market after North America. The media has played a vital role in positioning luxury in the public eye. India is likely to become a US\$4 billion luxury market industry by 2020, according to new estimates (2015) by Luxury Society. This study aims to examine the empirical relationship of emotional attachment and attitudinal brand loyalty in the perspective of female consumer towards luxury fashion brands. A cross sectional survey of 240 female customers of five global brands, namely, Zara, Armani, Guess, Versace, and Calvin-Klein from four major cities of Punjab (India) was conducted. Regression and Z-Test were used to analyze the data. The perceived significance of emotional attachment and attitudinal brand loyalty is high in luxury fashion purchase. The emotional attachment positively enhances female consumers' attitudinal brand loyalty. Marketing strategy formulation needs special emphasis towards dimensions of emotional attachment, namely, referral influence, connect with brand, pleasure, and tenderness. Further, they need to strengthen brand reputation, performance and feature upgradation, purchase intention, and brand synchronization to win attitudinal loyalty in luxury fashion.

Keywords: Attitudinal Loyalty, Emotional Attachment, and Consumer Brand Relationships

JEL Classification: M31

The scientific approach to marketing, along with increased focus on market research, as well as insights on consumer behavior aspects, is the roadmap to sustainable success in present scenario. Consumer purchase behavior needs thorough examination of what

they buy, why they buy it, how they buy it, when they buy it, from where they buy it, how often do they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it (Schiffman &

Kanuk, 2004, p. 8). Four forces (psychological, social, cultural, and personal) act as drivers of consumer purchase behavior. The increasing role of emotions and feelings for a specific brand or product in buying decisions has been duly acknowledged in consumer research. In brand management, it can be translated into consumer brand relationship. It has gained significant attention from both applied and academic perspectives. Strong consumer-brand relationship enhances brand loyalty for specific product or a brand. The strength of brands even forces a consumer to pay a premium price for a brand name. Consequently, financial value of the company and the trade name increases, which further leads to strengthening profits and goodwill (Park, Macinnis, & Priester, 2006).

Brand Management

The brand act as a medium of social and cultural reflection for consumers. The strength of consumer brand relationships forms the basis for future purchases of the consumers. The positive experience with the brand encourages the consumer to even sacrifice more money for a loved brand (Loureiro, 2013). The classification of brands, brand identities, and symbols also influence consumer brand relationships. All these factors depend on the way consumers perceive a brand that is being classified and how it represents him powerfully (Schmitt, 2012). The emotional aspects positively impact consumer brand relationship; the strength of these aspects may vary. The self-concept improves attitudinal loyalty, which further leads to emotional attachment towards a brand and love for a brand. The brand, which expresses part of an individual, builds deeper relationships. The consumers will ultimately stay loyal to only those brands which represents their identity, whom they feel emotionally attached and which they feel passionate love (Hwang & Kandampully, 2012). The brand relationships are not only limited to emotional aspects but it also talks about behavioral aspects as well. (Fournier, 2008). Brand awareness conditions consumer purchase pattern but brand knowledge does not influence future purchases directly. A positive image for the brand helps in building positive brand relationships and enhanced satisfaction and brand trust (Esch, Langner, Schmitt, & Geus, 2006). As for some consumers, when worth of money spent on the brand is achieved, it creates long term relationship with that specific brand.

Brand association creates long term bonding with the customers. The brand may act as social identification and status symbol for some consumers, which help in determining strong consumer brand relationships (Rio, Vazquez, & Iglesias, 2001).

The focus, in brand management, remains upon representing a promised brand to customers. The brand management aims to attain loyal customers and keep them contented for longer time.

Emotional Attachment

Brand attachment refers to the extent to which a consumer is heartily connected to a person or a brand that shows their level of engagement to the association and the level of sacrifices committed towards a relationship (Cheong, 2013; Loureiro, Ruediger, & Demetris, 2012; Bouhleb, Mzoughi, Hadiji, & Slimane, 2011; Schifferstein & Pelgrim, 2008; Bauer, Heinrich, & Martin, 2007; Aron & Westbay, 1996; Collins & Read, 1990; Sternberg, 1987). Attachment may vary in strength; stronger and positive attachments are associated with stronger and long-term feelings of connection, affection, love, and passion. Emotional attachment plays a vital role in shaping the consumer brand responses with the brand. When a consumer involves himself more to the brand, the future purchase intentions increase (Cheong, 2013). Strong brand attachment has a positive effect on brand relationship feelings. The love feelings for a brand can strengthen trust for a brand, and when a brand or product is trusted, the person feels emotionally attached to him. Loyalty cannot be judged on the basis of trust only, but it can be judged on the basis of love feelings towards a brand. Enhanced passion and love for a brand leads to trust and commitment (Loureiro et al., 2012). Brand identity plays significant role in decision making of consumer for a brand (Bouhleb et al., 2011). The attachments for brands are not formed when consumer experienced different brands. For measuring product and brand attachment, a scale is developed which recognizes seven determinants of attachment: pleasure, memories, places, and occasions, support of self-identity, life idea and utility. Out of these seven variables, only two determinants are selected for measuring brand attachment, that is, past memories and pleasures which contribute positively to attachment (Schifferstein & Pelgrim, 2008). Emotions carry high values in consumer brand relationships.

Brand passion is analyzed through empirical research by developing a model which states that uniqueness or prestige constructs influence brand passion which further influences important factors of purchase intentions (Bauer et al., 2007).

Attitudinal Brand Loyalty

Brand loyalty gets generated when a consumer purchases the same brand over a period of time rather than consuming different brands. The consumer may purchase the same brand due to its product quality, features, or the brand is providing excellent after sales service. Loyalty is measured in terms of both attitude and behavior. Both dimensions are important for measuring loyalty because consumer's reactions to marketing efforts may differ, depending on the factors of purchase behavior. The consumers must segment in terms of attitude and behavior for predicting genuine attachment towards a brand (Bennett & Bove, 2002). Earning high attitudinal loyalty among customers is the need of the hour. The loyal customers act as precious assets for the company because building new customers for the company is a difficult process. Some consumers perceive them as relationship partners of brands and this can only be generated through positive attitude towards the company. When a person knows how and why, a particular brand is consumed, we can call him or her a loyal consumer of that brand.

Luxury Fashion in India

The luxury fashion market in India is gaining visibility with each passing year. The luxury fashion purchase continues to be the passion among wealthy Indian social circles. The increasing demand for luxury items in India will prosper the luxury market ahead. Luxury fashion brands always influence the customers due to their product quality, status, and reputation (Bothra, 2013).

The projections for Indian luxury market reflect tremendous growth from \$2.45 billion in 2009 to \$7.90 billion in 2015 (Kearney, 2013). Services are likely to increase from \$0.77 billion in 2009 to \$1.45 billion in 2015 (Kearney, 2013; Bothra, 2013).

Literature Review

Relationship Between Attitudinal Brand Loyalty & Emotional Attachment

The role of emotional attachment in consumer brand response is crucial and such involvement with the brand stimulates future purchase intentions (Cheong, 2013). Attachment to brand is positively associated with relationship feelings towards brand. Such feelings promote trust and further lead to emotional attachment. Loyalty evaluation is possible not only through trust but also on the basis of love feelings towards a brand.

Brand attachment among females reflects a positive effect on brand love than the self-concept. Trust is considered as more significant in purchases by a woman. Social identification is more influential in male consumers. Enhanced passion and love for a brand leads to trust and commitment (Loureiro et al., 2012). Brand identity has a positive impact on decision making of consumer for a brand. Brand identity is influenced by trust, attachment and commitment. When brand recognizes a part or self of the consumer, the consumer feels more attached to the brand, which builds strong relationship between consumer and brand (Bouhleb et al., 2011). The attachments for brands are not formed when consumer experienced different brands. Many marketers try to link bond between consumers and brands, which ultimately leads to loyalty. For measuring product and brand attachment, a scale is developed which recognizes seven determinants of attachment: pleasure, memories, places, and occasions, support of self-identity, life idea and utility. Out of these seven variables, only two determinants are selected for measuring brand attachment, that is, past memories and pleasures which contributes positively to attachment (Schiffstein & Pelgrim, 2008). The consumer brand relationship has a positive influence on consumer behavior. Emotions carry high values in consumer brand relationships. Marketing managers always intend to generate passionate products and brands, through emotional and appealing advertising. The brand passion is analyzed through empirical research by developing a model which states that uniqueness or prestige constructs influences brand passion which further influences important factors of purchase intentions (Bauer et al., 2007). The attachment can only be enhanced by exclusive personal connections between brands and consumers. A brand

pattern must be followed to create brand attachment through which a firm can take reasonable advantages (Park et al., 2006). An outcome of previous research on emotional attachment is a scale differentiated from the measures of satisfaction, involvement, and brand attitudes. The 10-item scale to measure emotional attachment is categorized as affection, passion and connection (Thomson, Macinnis, & Park, 2005).

Influence of Emotional Aspects on Consumer-Brand Relationship

The consumer-brand relationship is an important aspect in brand management. For every marketer, making loyal customers is the first goal, which helps them in attaining stronger position in the market. A good experience with the brand will satisfy the customer who helps in making deep relationships with the brand. When relationship becomes strong, the consumer can sacrifice a premium price for a brand without any promotional strategies adopted by the company. Commitment may arise when relationship becomes strong which further leads to love and attachment towards brands (Sandra, 2013). The connection and association between brands and consumers helps in identifying strong and deeper relationships. Consumer acts as partners to their loved brands. The brands act as a social and cultural concept for consumers. Close relationship towards a brand leads to emotional connections. Past experiences with the brands had a great impact on future purchases of the consumers. When consumers are satisfied with their past experiences, they build strong relationships with the brands and can sacrifice more prices for a loved brand (Loureiro, 2013). The classification of brands, brand identities, and symbols do influence consumer brand relationships. All the factors seem to be dependent on consumer psychology as to how one perceives about a brand and represents him/her suitably (Schmitt, 2012). The emotional aspects had impacted positively on consumer brand relationship. One significant observation: the self-concept improves attitudinal loyalty which further leads to emotional attachment towards a brand and love for a brand. The brand, which expresses part of an individual, builds deeper relationships. The consumers will ultimately stay loyal to only those brands, which represent their identity, whom they feel emotionally attached and for which they feel passionate love (Hwang &

Kandampully, 2012). The brand relationships are not only limited to emotional aspects but it also talks about behavioral aspects as well. Emotions and behavior of consumers are two different feelings for the consumer (Fournier, 2008). In some context, brand knowledge and brand relationships are combined and studied together, as brand awareness lead to strengthen consumer purchase pattern. But brand knowledge do not influence future purchases directly. A positive image for the brand may help in building positive brand relationship and enhanced satisfaction and brand trust (Esch et al., 2006). As for some consumers, when worth of the money spent on the brand is achieved it creates long-term relationship with that specific brand. Brand association brings loyal customers to the firm. The brand may act as social identification and status symbol for some consumers, which help in determining strong consumer brand relationships (Rio et al. 2001).

Objectives

We conducted this research to:

- examine the association between attitudinal brand loyalty and emotional attachment;
- measure the influence of emotional attachment on attitudinal brand loyalty; and
- study the perceived significance of emotional attachment and attitudinal brand loyalty for luxury fashion brands.

Research Methodology

The present study emphasizes on understanding association between emotional attachment and attitudinal brand loyalty and the influence of emotional attachment on attitudinal brand loyalty. Standardized scales on emotional attachment were adapted from Rubin (1970), Hatfield and Sprecher (1986), Thomson et al. (2005), and Sternberg (1986), and attitudinal brand loyalty scale was adapted from Kaynak, Salman, and Tatoglu (2008) and Carroll and Ahuvia (2006) and after thorough literature review (Loureiro, 2013; Cheong, 2013; Sandra, 2013; Xinting, Fangyi, & Xiaofen (2013); Kesari & Srivastatava, 2012; Bouhleb et al., 2011; Senel, 2011; Loureiro, 2011; Rio et al., 2001) and expert surveys, new dimensions

constituting constructs of attitudinal brand loyalty (Brand Reputation, Performance and Features, Brand Superiority, Preference, Willingness to Pay, Brand Endorsements, Brand Synchronization, Brand Faith, Brand Intensity, Satisfaction) were included to widen the scope of investigation (shown in Annex 1). The final research instrument was assessed for reliability and validity and was found satisfactory. The evaluation of multi-item scale used in the research is the pre-requisite to ensure accuracy and applicability with the aim to reduce the measurement error, that is, the variation in the information we sought and the information generated by the measurement process (Malhotra, 2015). Hence, validity and reliability of constructs have been tested to ensure the measurement accuracy of instrument. The content or face validity has been tested from eminent academicians for examining whether the scale items adequately cover the entire domain of the construct being measured or not, whereas reliability testing has been done to find out the extent to which a scale produces consistent results in repeated measurements. The internal consistency reliability has been computed by measuring coefficient alpha or Cronbach's alpha (α) based on averaging of all possible split-half coefficients resulting from different splitting of scale items through statistical software. The rule of thumb that applies is that $\alpha > 0.9$ (excellent), $\alpha > 0.8$ (good), $\alpha > 0.7$ (acceptable), $\alpha > 0.6$ (questionable), $\alpha > 0.5$ (poor) and $\alpha < 0.5$ will be unacceptable (George & Mallery, 2011). The statistical software SPSS has been used to find out Cronbach's alpha (α) as a measure of internal consistency for various constructs used in the instruments. The value of the Cronbach's Alpha was 0.753 approving the instrument for detailed investigation. Data collected was analyzed with Regression and one sample Z Test. A cross sectional survey of 240 female customers of five global brands, namely, Zara, Armani, Guess, Versace and Calvin-Klein from four major cities (Jalandhar, Amritsar, Chandigarh and Ludhiana) of Punjab (India) was conducted. The method of survey administration was personal interviews with the female buyers

shopping from the selected stores. The female buyer, an emerging consumer segment in various brands, has been ignored in previous brand management literature. Moreover, the earning power of female consumer has increased, and this female consumer group has appeared as an imperative consumer segment, even for luxury fashion brands. No preceding work has tested the absolute relationships of emotional attachment in the context of brand relationship management with female consumers. To generate implications of specific segment, the study was restricted to females only. A self-administered, well-structured, pre-tested and undisguised questionnaire has been used for primary data collection. Instrument was divided into three parts, Part I included the introductory questions related to brand ownership and usage pattern, shopping place, purchase pattern, repeat purchase behavior, factors considered while purchasing, sources of information, factors motivating purchase, and family and friends preferences. Part II included the questions related to emotional aspects and attitudinal loyalty. Further, these concepts have different statements (refer to Annex 1) which have been asked on five point Likert scale. Part III contained the questions related to demographic profile: age, occupation, income, education and qualification.

Demographic Profiling: About 79.2% respondents were aged between 18-30 years, 17.5% were between 31-40, 2.9% were between 41-50 years old and 0.4% were above 50. About 19.2% respondents have family income below 4 Lacs per annum, 46.7% have family income between 4 Lacs-8 Lacs, 29.2% have family income between 8 Lacs-12 Lacs and 5% have above 12 Lacs of annual family income.

The selection of cities is on the basis of luxury fashion brands availability. The selected stores for the sample are Guess, Zara, Armani, Versace, and Calvin Klein (Fashion Revealed, 2013). Owing to constraint of unavailability of few brands in selected cities, the number of respondents varied for each of the selected brands in each city (shown in Table I).

Table 1. Showing List of Respondents Selected According to Brand Availability

Store Name	Chandigarh	Ludhiana	Jalandhar	Amritsar
<i>ARMANI</i>	10	15	15	20
<i>VERSACE</i>	10	15	15	Brand Not available
<i>GUESS</i>	10	15	15	20
<i>ZARA</i>	20	Brand Not available	Brand Not available	Brand Not available
<i>CALVIN-KLEIN</i>	10	15	15	20
TOTAL	60	60	60	60

Hypotheses:

The respondents were asked to rate 20 dimensions of emotional attachment (viz. proximity, mood similarity, resemblance, magical relationship, tenderness, happiness, dependence, involvement, impulsiveness, departure effect, association, brand curiosity, connection, bond, emotional feeling, deep nexus, referral influence, future orientation, brand

comparison, and loyalty effect) and 14 dimensions of attitudinal brand loyalty (viz. brand stickiness, deep connect, endless affinity, brand passion, brand reputation, performance and features, brand superiority, preference, willingness to pay, brand endorsement, brand synchronization, brand faith, brand intensity, and satisfaction) on five point Likert scale. Z test was applied here and hypotheses framed were as follows:

Table 2. Study Hypotheses

<i>Sr. No</i>	<i>HYPOTHESIS</i>	<i>STATEMENTS</i>
1.	H ₀ 1	The selected aspects of emotional attachment (proximity, mood similarity, resemblance, magical relationship, tenderness, happiness, dependence, involvement, impulsiveness, departure effect, association, brand curiosity, connection, bond, emotional feeling, deep nexus, referral influence, future orientation, brand comparison and loyalty effect) are not significant in luxury fashion purchase.
2.	H ₀ 2	The selected aspects of attitudinal loyalty (brand stickiness, deep connect, endless affinity, brand passion, brand reputation, performance and features, brand superiority, preference, willingness to pay, brand endorsement, brand synchronization, brand faith, brand intensity, and satisfaction) are not significant in luxury fashion purchase.
3.	H ₀ 3	The influence of emotional attachment on attitudinal brand loyalty is insignificant.

Findings

The focus of analysis is exploring the relationship of emotional attachment and attitudinal brand loyalty.

Measures of Association

Correlation.

Table 3. Mean and Correlation Coefficients

Variables	Mean	Std. Deviation	Correlation
EA	3.6445	.71203	0.852
AL	3.6999	.65734	

Interpretation. The correlation matrix states that the paired correlation among the emotional attachment and attitudinal brand loyalty is more than .70, which shows that there is a positive correlation between emotional attachment and attitudinal brand loyalty.

Regression. Dependent variable is attitudinal brand loyalty and independent variable is emotional attachment.

Table 4. Correlation and Regression Analysis

R Square	Adjusted R square	F value	Sig.
.726	.725	630.791	.000

Interpretation. Table 4 shows correlation and regression analysis; with correlation (r) at 0.850 signifying high correlation between emotional attachment and attitudinal brand loyalty; F value (630.7) sig 0.00<0.05; p value is 0.000 and the level of significance is 0.05 which exceeds the p value thereby, rejecting the null hypothesis in favor of alternative hypothesis, that is, there is a linear relationship between the variables. Seventy-two percent of the variations in attitudinal brand loyalty are explained by emotional attachment.

Table 5. Regression Coefficients

Model	Unstandardized Coefficients Beta	T	Sig.
Constant	.833	7.163	.000
EA	.787	25.116	.000

Table 5 shows regression coefficients with T (25.116) = 0.000 < 0.05. T Value for this dimension is 25.116; p value is 0.000 and the level of significance is 0.05 which exceeds the p value thereby, rejecting the null hypothesis in favor of alternative hypothesis, that is, emotional attachment has significant influence on attitudinal brand loyalty.

Perceived Significance of Emotional Attachment

Table 6 endorses the significance of all emotional attachment aspects in luxury fashion purchase with high Z values and p value of 0.000 leading to rejection of Ho in favor of alternative hypothesis. Minute observation (Mean) endorses the prominent role of referrals, brand connect, pleasure, and tenderness among all variables.

Perceived Significance of Attitudinal Brand Loyalty

Table 7 reflects the significance of all dimensions of attitudinal brand loyalty in luxury fashion purchase with high Z values and p value of 0.000 leading to rejection of Ho in favor of alternative hypothesis. Minute observation (Mean) endorses the prominent role of brand superiority, performance and features, willingness to pay, and brand synchronization among all variables.

Table 6. Findings of One Sample Z Statistic Application

Dimensions	Mean	Z-Value	Sig. (2-tailed)	SD	Standard Error of Mean
Proximity	3.55	9.4	.000	1.7	.110
Mood similarity	3.46	12.7	.000	1.1	.076
Resemblance	3.45	12.5	.000	1.1	.076
Magical Relationship	3.48	12.3	.000	1.2	.080
Tenderness	3.66	16.0	.000	1.1	.072
Happiness	3.68	16.2	.000	1.1	.073
Dependence Effect	3.54	14.2	.000	1.1	.073
Involvement	3.36	11.1	.000	1.1	.077
Impulsiveness	3.42	11.9	.000	1.1	.077
Departure Effect	3.44	11.7	.000	1.2	.080
Association	3.38	10.8	.000	1.2	.081
Brand Curiosity	3.61	15.0	.000	1.1	.073
Connection	3.71	17.4	.000	1.0	.069
Bond	3.61	16.0	.000	1.0	.069
Emotional Feeling	3.56	15.6	.000	1.0	.068
Deep Nexus	3.65	15.4	.000	1.1	.074
Referral Influence	3.78	18.8	.000	1.0	.068
Future Orientation	3.44	13.4	.000	1.0	.069
Brand Comparison	3.52	14.4	.000	1.0	.071
Loyalty Effect	3.61	16.6	.000	1.0	.067

(At 0.05 Level of Significance)

Table 7. One Sample Z Statistic Application

Dimensions	Mean	Z-Value	Sig. (2-tailed)	SD	Standard Error of Mean
Brand Stickiness	3.55	15.6	.000	1.0	.067
Deep Connect	3.44	12.2	.000	1.1	.077
Endless Affinity	3.68	17.1	.000	1.0	.069
Brand Passion	3.36	10.9	.000	1.2	.079
Brand Reputation	3.76	20.2	.000	.96	.062
Performance and Features	3.83	22.8	.000	.90	.058
Brand Superiority	3.85	20.3	.000	1.0	.066
Preference	3.76	19.6	.000	.9	.064
Willingness to Pay	3.80	20.0	.000	1.0	.065
Brand Endorsements	3.74	18.8	.000	1.0	.066
Brand Synchronization	3.80	19.7	.000	1.0	.066
Brand Faith	3.57	14.0	.000	1.1	.076
Brand Intensity	3.62	15.0	.000	1.1	.075
Satisfaction	3.80	17.9	.000	1.1	.072

(At 0.05 Level of Significance)

Implications

The study offers some useful implications. The marketers need to further strengthen their relationship with the customers through proximity, which will enable the marketers to directly target the customers' emotions and get close to it. Emotional closeness can only be raised when customer is satisfied from the brand, so marketers need to use relevant satisfaction measures and take customer feedback after every purchase. By associating the brand image with the personality of the customer, significant traits of consumer personality theories can be aligned with relevant product design, as the perceived significance for resemblance is high. Thoughtful after sales services to the customers can directly make magical relationship with the customers who would further help in long term connections of the customers with the company. Referral influence on brand selection decision is significant; marketers should include referral influence through advertising, online campaigns and by providing better quality products. Referral influence through e-word of mouth should be generated. Brand choice behavior varies from customer to customer; hence, marketers should segment the market according to product choice and preference. To retain product exclusivity, marketers need to add a magnificent product, and an extraordinary service experience, as it generates emotional attachment. The store design and layout plays an important role in creating an image and attaining desired attachment with customers. Mood similarity can be examined through online surveys where users may be asked questions about their feeling about the brand over time. By showing gentleness and kindness to the customers, the marketers can easily make strong and positive relations with customers that are must for the goodwill of the company. By providing occasional gifts to the loyal and new customers, the marketers can get good benefit out of it, because if a customer feels happy, it further leads to more purchases of the same brand. To acquire more attention and involvement from the customer, the marketers need to plan occasional discounts, coupons, and gift-cards to get customer attention. If a customer feels connected with the brand, the company's image is positively enhanced in general public. When the images shown in the advertising will approach the target audience with the emotional appeal, the customers will directly get close to the brand name. These aspects go a long way

in strengthening emotional attachment and attitudinal brand loyalty.

Conclusion

The study concludes that the perceived significance of emotional attachment and attitudinal brand loyalty is high in luxury fashion purchase. The emotional attachment positively enhances female consumers' attitudinal brand loyalty. Marketing strategy formulation needs special emphasis towards dimensions of emotional attachment namely; referral influence, connect with brand, pleasure, and tenderness. Further, they need to strengthen brand reputation, performance and feature upgradation, purchase intention and brand synchronization to win attitudinal loyalty in luxury fashion purchase. Luxury fashion is highly popular among female customers in Punjab (India). The global brands (viz; Guess, Armani, Versace, Calvin-Klein and Zara) seem to have thoroughly understood the opportunities prevailing in northern region of India, evident from high purchasing power and passion to use luxury fashion brands. Consumer brand relationships in luxury fashion are driven by strong emotional attachment. The present study certifies emotional attachment as a strong predictor for attitudinal brand loyalty and offers useful implications to the marketers willing to leverage the opportunities likely to emerge in the next decades.

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Annex 1

<i>Sr.No</i>	<i>EMOTIONAL ATTACHMENT</i>
1.	I feel emotionally close to this brand (Thomson et al., 2005).
2.	When I am with this brand, we are almost always in the same mood (Thomson et al., 2005).
3.	I think that this brand and I are quite similar to each other (Thomson et al., 2005).
4.	There is something almost ‘magical’ about my Relationship with this brand (Thomson et al., 2005).
5.	I feel tender toward this brand. (Thomson et al., 2005).
6.	I experience great happiness with this brand (Thomson et al., 2005).
7.	If I could never be with this brand, I would feel miserable (Thomson et al., 2005).
8.	I find myself thinking about this brand frequently during the day (Thomson et al., 2005).
9.	Sometimes I feel I can’t control my thoughts they are obsessively on the brand (Thomson et al., 2005).
10.	If I were separated from this brand for a long time, I would feel intensely lonely (Thomson et al., 2005).
11.	There is nothing more important to me than my relationship with the brand (Thomson et al., 2005).
12.	I would feel deep despair if this brand left me (Thomson et al., 2005).
13.	I feel connected with this brand (Rubin, 1970; Hatfield, 1986; and Sternberg, 1986).
14.	There is a bond between me and this brand (Rubin, 1970; Hatfield, 1986; and Sternberg, 1986).
15.	I feel emotionally attached with this brand (Rubin, 1970; Hatfield, 1986; and Sternberg, 1986).
16.	I am concerned with long-term outcomes in dealing with my main brand (Thomson et al., 2005).
17.	People who are important to me have influence on my purchasing (Rubin, 1970; Hatfield, 1986; and Sternberg, 1986).
18.	I intend to prefer the brand I use for my future purchases (Rubin, 1970; Hatfield, 1986; and Sternberg, 1986).
19.	I intend to buy my brand even if the other brands promise for better (Rubin, 1970; Hatfield, 1986; and Sternberg, 1986).
20.	I attain pleasure from the brands I am loyal towards (Rubin, 1970; Hatfield, 1986; and Sternberg, 1986).
<i>ATTITUDINAL LOYALTY</i>	
1.	This is the only brand of this product that I will buy (Carroll & Ahuvia, 2006).
2.	When I go shopping, I don’t even notice competing brands (Carroll & Ahuvia, 2006).
3.	If my store is out of this brand, I’ll postpone buying or go to another store of the same brand (Carroll & Ahuvia, 2006).
4.	I’ll ‘do without’ purchase rather than buying another brand (Carroll & Ahuvia, 2006).
5.	The reputation of this brand is a key factor in loyalty (Kesari & Srivastatava, 2012).
6.	I like the performance and features of this brand (Senel, 2011).
7.	I find the performance and features (quality) of this brand superior than the other brands (Rio <i>et al.</i> , 2001).
8.	I prefer this brand to the other brands (Bouhleb et al., 2011).
9.	I pay more for this brand than the other brands (Loureiro, 2011; Sandra, 2013).
10.	I recommend this brand to the others (Carol & Ahuvia, 2006).
11.	I see myself as a loyal customer of this brand (Khare & Handa, 2009).
12.	I rarely take chances by buying unfamiliar brands even if it means sacrificing variety (Xinting et al., 2013).
13.	I usually buy the same brand even if it provides only average quality (Loureiro, 2013).
14.	My loyalty towards this brand increases when I am satisfied about that brand (Cheong, 2013).