Exploring drivers to engage in fashion luxury consumption

Sandra Maria Correia Loureiro, Instituto Universitário de Lisboa (ISCTE-IUL) and Business Research Unit (BRU/UNIDE), sandramlouriro@netcabo.pt
Maria Maximiano, Instituto Universitário de Lisboa (ISCTE-IUL), mariagvmaximiano@gmail.com
Padma Panchapakesan, Instituto Universitário de Lisboa (ISCTE-IUL) and Business Research Unit (BRU/UNIDE), padma.panchapakesan@iscte.pt

Abstract

The main purpose of the current study is to analyze how desire, perceived-self, social values and involvement are related to consumer engagement into the fashion luxury industry. A sample of 295 luxury fashion consumers participate in the study. Findings suggest that perceived-self is not one of the most significant driver to consumer engagement. Subjective well-being may also act as an outcome of consumer engagement. The article also provides managerial implications, limitations and further research.

Keywords: desire, perceived-self, social values, involvement, consumer engagement, subjective-well-being, luxury consumption

1. Introduction

Luxury, "*a state of great comfort or elegance, especially when involving great expense. An inessential, desirable item which is expensive or difficult to obtain*" (Oxford Dictionaries, s.d.).

Luxury is a world that attracts everyone. It has been luring people since the beginning of times, with its sense of being unattainable and unreachable to the 'normal' client. Being a synonym of prestige, the wearing of a luxury piece holds intrinsic value, not only for the user but also for the onlookers. (Miller and Mills, 2012)

Luxury goods provide a sense of pleasure and status, and a notion of hard to obtain, which is why the consumption of these products creates worth for the individual and the others surrounding them. (Shukla and Purani, 2012).

The luxury fashion industry is defined by exclusivity, authenticity, quality and constant change, coming hand in hand with the best design, the best materials, the best craftsmanship, which is why this industry has a deep-rooted influence, as it leads trends and movements that apply to many disciplines. (Fionda and Moore, 2009; and Ko and Megehee, 2012)

Furthermore, to talk about luxury, means to talk about the new kind of luxury. Today, there are more customers for the luxury market because of the product quality and the hedonic factor. That being so, the phenomenon of new luxury is emerging. This new offer targets the masses, proposing lower prices. The brands maintain a prestige positioning, but offer prices only slightly higher than middle-range brands. This strategy acquired the name of *Masstige*, and combines the positioning of a luxury brand with lower prices, reaching a much broader audience. Brands like BMW, Swarovski or Ralph Lauren Polo are some of the examples of luxury companies using this strategy in some of their products (Truong, McColl and Kitchen, 2009).

Companies "*… can sustain the exclusivity of the brand through advertising, endorsement, controlling distribution and price, and producing limited editions lines."* (Fionda and Moore, 2009, p- 351). This sense of rarity brings more appeal to the brands. This aspirational feel brings the image of the brand to a wider audience, through a 'trickle

down' effect, by word-of-mouth (WOM) and referrals. This is a way for the companies to reach potential clients that too want to achieve the status which their products provide (Keller, 2009).

Masstige brands are brands with a premium image, brands with history and heritage, that create an aspiring uniqueness and status feeling that justifies the product's premium price tag as an illustration of luxury. (Keller, 2009).

Masstige image is created not solely by the products' quality and exclusivity, but also by a mix of communication tools such as advertising, celebrity endorsement, fashion shows, PR events and direct marketing (Fionda and Moore, 2009). The costs and complexity of marketing luxury fashion brands frequently exceeds other fashion categories, due to the constant change expected of the brands, as well as the short life cycle of the products, justified by the changing of seasons. (Miller and Mills, 2012)

The luxury fashion industry offers not only quality products, but also splendid experiences to its customers. These brands also provide high level of customer service, such as frequently providing personalized assistance, offering personal shopping services, direct phone callsand make the shopping experience as easy as possible. The flagship stores of these brands also provide an experience through retail space masterpieces, beautiful architectures, and the latest technology, conveying the splendor of the brand. (Fionda and Moore, 2009)

Luxury fashion brands *"often leverage value co-creation business to consumer interactions to enhance the consumption experience (...) creating value for consumers and enhancing purchase intentions of luxury brands. "(*Ko, Phau and Aiello, 2016, p. 5750).

This whole retail experience (online/offline) allows for the companies to be able to create a relationship with its consumers, creating a sense of loyalty (Ko, Phau, and Aiello, 2016; Loureiro, 2015), that lures customers to keep coming back despite the high price. Therefore, this relationship created between brand and consumer and constant effort of providing an experience of engaging customers justifies the choice of this industry for the current research.

As far as the authors know, the literature on consumer engagement has not been devoted to the fashion luxury context, particularly the drivers to engage in luxury fashion

consumption. This study attempts to contribute to fulfill this gap by exploring the effect of four potential drivers: desire, perceived-self, social values and involvement. In this regard, the main purpose of the current study is to analyze how desire, self-expression, social values and involvement are related to consumer engagement in the fashion luxury industry. We also analyze the role of subjective well-being as the outcome of consumer engagement.

The remainder of this paper is composed by the literature review, followed by reporting of the methodology and results. In the end we present the conclusions, managerial implications, limitations of the current paper and suggestions for further research.

2.Literature review and hypotheses development

2.1 Consumer engagement

Algesheimer et al. (2005) provide us with the one of the first definitions of engagement in the marketing literature, which refers to brand communities and focuses on individual's intrinsic motivations to participate with members of online brand communities. Bowden (2009) conceptualizes engagement as a psychological process developed through customer-brand relationships contributing to customer loyalty. Later, Brodie et al. (2011 & 2013) describe engagement as an iterative process involving a multidimensional construct comprising cognitive, behavioral and emotional dimensions, emerging from an interactive and co-creative process between a customer and a brand.

Van Doorn et al. (2010) argue that engagement differs from psychological constructs and point outs the behavioral focus, proposing five dimensions, which reflect positive and negative actions temporally momentary or ongoing, local or global made by customers, the way in which brand/firm can be expressed by customers, the impact of the actions on the firm and the customer's purpose of engagement behavior. These customers' actions

are relevant to the engagement process and they transcend the transactional exchanges and may also occur outside the exchange situation.

Kumar et al. (2010) embrace relationship marketing field to conceptualize customer engagement to claim the interactions customer-firm and customer-customer. However, only recently Hollebeek et al. (2014) strongly emphasize the brand as the key focal object in the interaction process. For them, brand engagement is a customer cognitive, emotional and behavioral positive activity related to focal consumer/brand interactions.

Dessart, Veloutsou, and Morgan-Thomas (2015) reveal that engagement is not dependent on a purchase situation and goes beyond a pure exchange situation. Yet, the Dessart et al.'s (2015) study is more devoted to brand communities and consider only three-dimensions: affective, cognitive and behavioral. More recently, Baldus et al. (2015) present eleven dimensions to measure online brand community engagement arguing that those dimensions represent intrinsic motivations to continue interacting with an online brand community. Kuykendall et al. (2015) showed that leisure engagement has been significantly associated with subjective wellbeing. However, a study on the effect of brand engagement on subjective wellbeing has been missing, especially in the luxury context.

In the current study, we follow the Kumar et al. (2010) and Kumar and Pansari (2016) perspective regarding engagement as the attitude, behavior, the level of connectedness among customers and the firm/brand (Kumar and Pansari, 2016, p. 499). Thus, four dimensions are : purchases (this transitional process contribute to firm value and to be connected to the firm/brand), incentivized referrals (contribute to attract consumers who does not feel persuaded by the traditional communication channels), social influence (refers to the impact of some customers could have on other´s activities within social media, and knowledge sharing (achieved when a customer is actively involved in

improving the products of a firm/brand by providing suggestions; firms can use this knowledge to effectively improve the products).

2.2 Drivers of engagement in luxury fashion

2.2.1 Desire

The luxury fashion industry is a world that incites passions. Desire is one of the many, if not the biggest factor that leads someone to buy luxury pieces, as it represents a deep-rooted want for something. There is no need to buy a Prada bag, however many have a deep desire for it: in an

economically developed society, where the basic needs are frequently satisfied, consumerism is derived by desire. (Boujbel and d'Astous, 2015). A consumer *"who desires an object or an activity may start thinking of the pleasure it would procure, or the discomfort that may result if the desire is not satisfied, and he or she may engage in fantasizing about it.*" (Boujbel and d'Astous, 2015, p. 220).

Desire thus becomes a motivation for the decision-making process (Bagozzi, Dholakia and Basuroy, 2003). This motivation can be based in a variety of sources, such as social, emotional or evaluative, and is frequently followed by the intention to act on the desire (Perugini and Bagozzi, 2004), as *"... the decision maker has a desire for an outcome and holds beliefs to the effect that specific behaviors will lead to particular outcomes ..."* (Bagozzi, Dholakia and Basuroy, 2003, p. 276).

The desire associated with luxury is linked to a deeper wish of not only possessing something that is valuable in financial terms, but also in status and achievement (Keller, 2009). The ownership of "*...luxury goods brings esteem to the owner, apart from functional utility.*" (Shukla and Purani, 2012, p.1418) Purchasing and displaying a luxury piece demonstrates something to others, as there is a strong aspirational content in the image portrayed.

Luxury consumers desire not only the products, but also the experience and the feeling that the ownership of that product allows (Fionda and Moore, 2009). The feeling of self-content brought by the consummation of the desired goal, as well as by the possession of the product, and the experience with the brand, are some of the many drivers of loyalty to brands, in this specific case, luxury fashion.

According to this perspective*, "when a desired state is achieved, the person adapts to a certain level of satisfaction and comfort"* (Boujbel and d'Astous 2015. p.219).

If the experience provides good feelings, the consumer is going to have the desire to repeat it, and to create a relationship with the brand, to be engaged with it, allowing for the increase in the frequency of the experience. Hence (see figure 1):

H1: Desire is positively related to engagement.

2.2.2 Perceived-self, ideal self and social values

Luxury purchasing is hedonistic. Not being a basic need, luxury goods are purchased with the purpose to enhance one's self-image. Having prestige, high quality, high price exclusivity, and uniqueness as features, these brands provide positive psychological and emotional values, appealing to the user's self-concept and worth, which doesn't occur frequently in middle-class brands (Vigneron and Johnson, 2004; Lee and Brandi, 2016). Various authors accept *"... the extended self, the image and the status of the luxury of the brand associating with the self-concept (...) as a reason why consumers desire luxury, liken this to a consumer's desire to enhance the ideal social self, which is a consequence of owning a luxury brand."* (Miller and Mills, 2012. p. 1473).

Kalla (2016) claims that between one's actual self and their ideal self constantly acts as a driver to the purchase of luxury goods and the interaction with the brand. Many brands use the idea of ideal self-image in their marketing as a way of creating a strong emotional connection with the consumers, as it represents an aspiration (Malär, et al., 2011). If the consumer wants to achieve the image the brand portraits, he or she will engage in a different way with the preferred brand, as *"... the more a consumer assesses one's self to be similar to (or match) the typical brand-user, the more likely the individual consumer assesses the brand to be of value and or is willing to pay a premium for the brand"* (Miller and Mills, 2012, p.1474), reason why brand loyalty and engagement becomes a much greater reality in the luxury industry, in comparison with fast-fashion brands. Therefore, **H2**: Perceived-self is positively related to experience and engagement.

Customers consume luxury brands in a way of, either, distinguishing themselves from or emulating significant others, besides giving significance to the self-image (Vigneron and Johnson, 2004). On one hand, the fact that prestige brands prime for the unique experience and lead consumers to the purchase of these products, as they might allow for the avoidance of similar purchasing, while adhering to one's personal taste and desire to

break the mold in regular fashion. *"Individuals express a <need for uniqueness> when they are searching for something that is difficult to obtain..."* (Vigneron and Johnson, 2004, p.12), as the limit and exclusivity of offer, often lead to brand preference.

On the other hand, many consume luxury products in a way of enhancing their social position and status, by emulating the style of people they admire and showcasing it to others, due to which a prominent brand name is an important factor in the selection of products (Vigneron and Johnson, 2004). Luxury value perceptions *"may have a strong social dimension that takes into account both self and others while acquiring luxury goods."*(Shukla and Purani, 2012, p. 1418).

As these brand's exclusivity frequently brings an intense desirability, the ownership of luxury goods leads to a portrayed image that passes a symbolic value to others. This fact leads the consumption of these items to become almost a social experience, as many times, social environment and interactions deeply influence the same (Shukla and Purani, 2012). Clearly, *"luxury is a social marker, which is why there is such a need for brands."* (Kapferer and Bastien, 2008, p. 4).

Consumers can use luxury brands to assert their professional position or demonstrate their social status (Li et al., 2012), or even to differentiate themselves from others. Thus, social values are connected to personal issues, wants and desires, showing social position and status. Some consumers may use luxury goods to impress others. In this case, social values are closely linked to what others say and reflect the participation of the community and society in general (Wiedmann et al., 2009; and Loureiro and Araujo, 2014).

By depicting the ideal self these consumers want to achieve and demonstrate to others, certain and preferred brands regularly receive the client's loyalty and engagement, in order to keep establishing the same image and style. Consequently,

H3: Social values is positively related to experience and engagement.

2.2.3 Involvement

Involvement has been defined as an integral factor in the process of consumer engagement towards specific brands, together with satisfaction, commitment, trust and delight, by

being a mediator "*between satisfaction and commitment most significantly for repeat purchase customers.*" (Bowden, 2009, p. 69).

More specifically, "*...a state of involvement with a brand engenders a sense of ongoing psychological commitment to that brand with regard to the customers' thoughts, feelings, and subsequent behaviors and that where the customer is involved, he or she may be more likely to respond positively to marketing efforts that attempt to personalize the experience.*" (Bowden, 2009, p. 68). Moreover, the concept of involvement has been used to designate the degree of concern and interest a consumer demonstrates towards a product which may relate to his or her ego, self-concept, general interest or value system (Coulter et al., 2003; and Zaichkowsky, 1994). Consequently, it helps to lower the perceived risk in the decision-making process, by facilitating the choice of brand.

When relating involvement with the fashion industry specifically, the concept is linked to the innovation of usage (more frequently, multifunctional products), as the two are directly related, regarding usage behavior patterns, frequency and volume. The more involved a consumer is with the product, the more confident he or she is with using and experimenting with it. Additionally, "*…as people with high fashion involvement are highly interested in fashion and place significant values on clothes, consumers understand what to wear and will do so accordingly to create a desired ensemble of purchased items.*" (Choo, et al., 2014, p. 177).

Studies show that involvement is directly proportional to loyalty: the more a client is involved, the longer their loyalty to the brand is registered (Liu et al., 2016). Furthermore, an involved customer is also unlikely to have a great level of brand rejection, as they possess a lower repertoire of preferred brands: uninvolved clients are expected to switch brands on a more frequent basis as the brand or the provider of the service is not regarded as important to their decision-making process (Bowden, 2009).

With the increasing of involvement, the consumer's level of engagement rises accordingly, and leads to the client's will to seek information, to make their opinion on the product known and to innovate in its uses (Choo et al., 2014). Thus,

H4: Involvement is positively related to experience and engagement.

2.3 Subjective well-being as a consequence of engagement

Subjective well-being (SWB) is a concept related with happiness and its central role in the evaluation of a person's life (Etkin, 2016). The notion of well-being is described *"...as a person's cognitive and effective evaluations of his or her life. These evaluations include emotional reactions to events as well as cognitive judgements of satisfaction and fulfillment."* (Diener et al., 2009, p. 63).

This is a concept that entails the experience of pleasant and exciting emotions, while enjoying a high level of satisfaction with life and a lack, or a low level of negative moods. Experiencing a high level well-being and pleasant experiences are two of the factors that indicate a rewarding life (Diener et al., 2009; and Jalloh, et al., 2014).

Happiness *"is defined as a positive emotional well-being and is used interchangeably to describe one's SWB"* (Jalloh, et al., 2014, p. 61). Intrinsically connected, these two constructs' association portray life satisfaction and quality of life, as one cannot be happy and possess a high quality of life without being satisfied with his or her life.

Happiness arises when the needs and goals of the person at that moment are met. Happiness and, consequently, well-being, are, then, desired end states to which all actions are focused. (Diener et al., 2009). If a person moves towards his or hers ideal state or achieves an objective, happy and well-being feelings will arise. If the discrepancy between actual and ideal selves is high, the levels of happiness and life satisfaction drop (Diener et al., 2009).

As it was stated earlier, the ownership and engagement with luxury goods can be directed toward taking a person from their actual self, to his or her ideal self, therefore, it can carry happiness feelings. Like many, subjective well-being is a concept conditioned by culture, also demonstrated when comparing the level of happiness and life satisfaction. Among different nations, *"SWB is broadly expressed as the cultural view of life satisfaction and levels of positive and negative affect*." (Jalloh, et al., 2014, p. 63).

For instance, *"people in individualistic nations may base their life satisfaction judgements on the extent to which they feel high self-esteem, whereas people in collectivistic cultures may base their judgements on the opinions of other people."* (Diener et al., 2009, p.65) That being so, a piece of information can affect someone's well-being and life satisfaction, not affecting other's, depending on the salience of the moment and information.

As subjective well-being is affected by someone's judgement about their life, and the purchasing and engagement with luxury brand has been proved to provide positive emotional and psychological values, then,

H5: Brand engagement is positively related to subjective well-being.

Figure 1. Proposed model
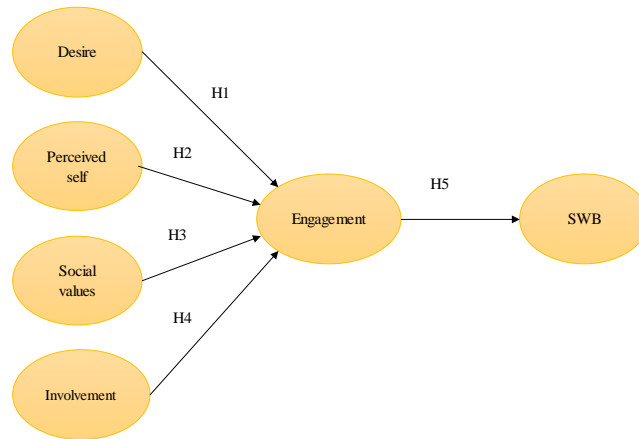
Method

The survey was spread through the Facebook pages communities of luxury brands: Guess, Gucci, D&G, Prada, Louis Vuitton, Dior, Chanel. Trussardi, Burberry, and Coach. For such the authors asked permission to collect data using a structured questionnaire. The sample is a portion of general population who is enthusiastic about luxury fashion products. Before launch the questionnaire, a pilot-test (with ten luxury fashion consumers) was used to ensure that the wording of the items was clear. Very few adjustments were made and the language professors reviewed the final questionnaire, ready for data collection.

We employed multi-item scales to measure the constructs of the proposed model. All items were measured using a 7-point Likert-type scale. In this vein, we used 19 items to measure desire adapted from Boujbel and d'Astous (2015). Perceived-self was measured through 8 items based on Shukla and Purani (2012) and Miller and Mills (2012). Social values group 13 items adapted from Wiedmann et al. (2009) and Loureiro and Araujo (2014). Involvement comprised 7 items adapted from Choo et al. (2014).

In what concerns to the construct of engagement, this is composed by 4 dimensions and 16 items as proposed by Kumar and Pansari (2016). Finally, we employed two questions to access subjective well-being based on Etkin (2016): When you purchase a luxury fashion brand how happy do you feel? and When you purchase a luxury fashion brand how satisfied do you feel? (answering using a scale from 1-Not at all to 7- Very Much). The structure of the questionnaire took several aspects into consideration to avoid common method bias: (i) the items and questions were prepared to avoid ambiguity; (ii) the physical distance between measures of the same construct was also considered.

Results

The brands employed in the survey are mainly, Guess, Gucci, D&G, Prada, Louis Vuitton, Dior, Chanel. Trussardi, Burberry, and Coach. The sample (n=295) is composed mainly of female (69.2%) and most of the respondents have between 18 and 34 years old (53.5%) (see table 1). The average number of times that participants bought luxury brands in the last year is 6.7 (standard deviation= 1.874)

Table 1. Sample profile

Gender	Age
Female: 69.2%	18-34: 53.5%
Male: 30.8%	35-54: 23.1%
	55 or more: 23.4%

Before employ the PLS (Partial Least Squares) to analyze the hypotheses, we performed the exploratory factorial analysis (principal component and Varimax rotation) to analyze the dimensionality of the constructs. Only factors with eigenvalue equal to or greater than one were considered significant. An item with factor loading equal to or greater than 0.5 was considered significant and included in the analysis (Hair et al., 2012). All constructs

reveal to be unidimensional, except desire and social values. When regarding engagement, we consider the four dimensions proposed by Kumar and Pansari (2016). Therefore, desire items generated four dimensions that accounted for 62.765% of the total variance (KMO= 0.843; Bartlett's Test=2591.870; p<0.001). The 13 items of social values generated 2 dimensions that accounted for 62.765% of the total variance (KMO= 0.888; Bartlett's Test=1500.074; p<0.001).

The adequacy of the measures at the first-order construct level was measured through item reliability (all of them exceed the value of 0.707). All constructs were reliable since the composite reliability values exceeded the threshold value of 0.8. The measures demonstrated convergent validity as the average variance of manifest variables extracted by constructs (average variance extracted [AVE]) was above 0.5 (see table 1).

At the second-order construct level, we obtained the parameter estimates of indicator weight, significance of weight (t-value) and multicollinearity of indicators. A significance level of at least 0.05 suggeseds that the indicator was relevant to the construction of the formative index (desire and social values), and thus demonstrated a sufficient level of validity.

The degree of multicollinearity among the formative indicators was assessed by variance inflation factor (VIF) (see table 2). The VIF indicated how much an indicator's variance was explained by the other indicators of the same construct. The common acceptable threshold for VIF is below 3.33 (. Table 1 shows VIF values < 3.33 (as suggested by Diamantopoulos and Siguaw, 2006) and so the results did not seem to pose a multicollinearity problem.

Regarding discriminant validity, all the square root of AVE were greater than the correlation between the construct and other constructs in the model (Fornell and Larcker, 1981). In addition, the correlations between each first-order construct and the second-

order construct was > 0.71 revealing that they had more than half of their variance in common, as expected (MacKenzie, Podsakoff, and Podsakoff, 2011).

Table 2. Measurement results

	LV Mean	Range of item loading	AVE	Composite Reliability	Cronbach's Alpha
D1	3.2	(0.867-0.895)	0.756	0.939	0.919
D2	4.0	(0.721-0.837)	0.588	0.877	0.824
D3	5.9	(0.765-0.776)	0.592	0.813	0.657
D4	4.2	(0.707-0.767)	0.565	0.838	0.746
Perceived-self	5.5	(0.707-0.816)	0.500	0.795	0.761
SV1	2.6	(0.708-0.873)	0.556	0.909	0.884
SV2	2.4	(0.724-0.862)	0.657	0.851	0.735
Involvement	3.8	(0.708-0.873)	0.608	0.885	0.837
Influence	2.4	(0.883-0.901)	0.790	0.919	0.868
Knowledge	1.9	(0.839-0.974)	0.881	0.967	0.954
Referrals	2.6	(0.900-0.953)	0.852	0.958	0.942
Purchase	4.8	(0.721-0.908)	0.691	0.844	0.703
SWB	5.0	(0.983-0.976)	0.960	0.979	0.958
Second order formtive construct	First order constructs/dimensions	Weight	t-value	VIF	
Desire	D1: obsession/feel angry	0.594***	24.814	1.418	
	D2: feel pleasure	0,412***	16.256	1.240	
	D3: control	0.136*	1.988	1.139	
	D4: feel guilty	0,203***	7.819	1.190	
Social value	SV1: prestige status conspicuousness	0.734***	82.352	1.264	
	SV2: prestige relations	0.303***	32.324	1.264	
Engagement	Influence	0.295***	24.079	1.710	
	Knowledge	0.396***	18.813	1.501	
	Referrals	0.390***	21.285	1.411	
	Purchase	0.295***	8.767	1.116	

AVE: Average Variance Extracted; ***p<0.001, **p<0.01; *p<0.5, D1, D2, D3 and D4 represent dimensions of desire; SV1 and SV2 are two dimensions of social values.

In this study a non-parametric approach, known as Bootstrap (500 re-sampling), has been used to estimate the precision of the PLS estimates and support the hypotheses (Fornell and Larcker, 1981). All path coefficients have been found to be significant at the 0.001or 0.01 levels, except hypotheses H2 (see figure 2).

Figure 2. Structural results
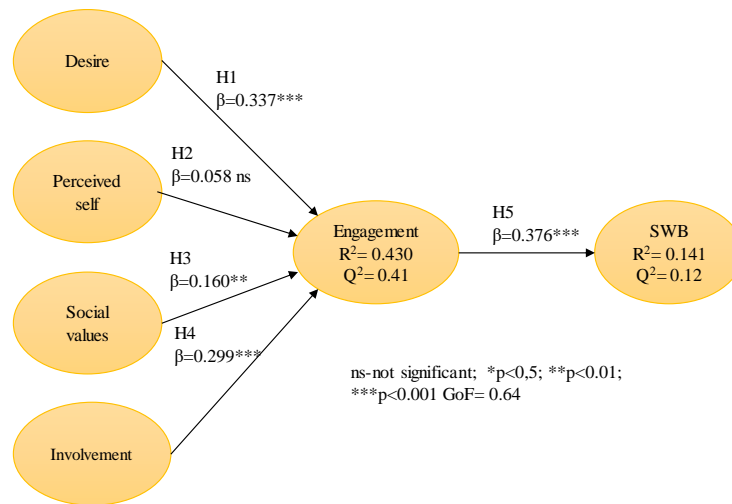
Summary, Implications and Conclusions

The results of the current study are summarized as follows. First, desire is found to be the most significant driver of engagement. Luxury fashion consumers have a strong motivational inductor of be engaged to the luxury brand, particularly keep interacting and purchase the brand. As Boujbel and d'Astous (2015) claim that in a developed society where the basic needs are achieved, consumera want and desire unique products and experiences. Moreover, the control dimension contributes very less to the construction of the index "desire". This dimension comprises items that appeal for the control of the impulse of desire and purchase of the luxury brand (Even if I desire products and brands; I can control myself; In general, I can control my desires to buy products and brands; I'm perfectly able to refrain from buying products and brands that I really desire; In general, my desires for products and brands are well controlled; reverted items). This finding seems to suggest that consumers perceive having control over their impulse. We call the first dimension as *obsession/anger* because the items express the addictive desire to possess a luxury brand. The second dimension of desire is considered to be *pleasure-* the pleasure felt when acquiring a luxury brand. The third dimension,*control*-refers to the perception of control over the desire to buy a luxury brand. Finally, the last dimension,

guilt- indicates the feeling of guilt when acquiring a fashion luxury brand that could put at risk family and friends (due to the expensive price).

Second, *involvement* emerges as the second most significant driver. This finding is acceptable because Hollebeek et al. (2014) had already regarded involvement as a driver to engagement in online context. Third, the influence of others is not so significant as the previous drivers. Based on Wiedmann et al. (2009) and Loureiro and Araujo (2014), this means that luxury fashion consumers do not care or at least do not admit that they are aware and concerned about what others say about their luxury consumption. These dimensions have been obtained from the research of Loureiro and Araujo (2014).

Fourth, compared to the other three drivers, perceived-self does not significantly influence engagement. Once again, the desire to have something unique (luxury brands) is more important to make consumers that actions than their inner identification with the features of the products and experiences behind the brands. Finally, luxury fashion consumers engaged in the consumption process tend to become happier, enhance their subjective well-being.

The current study contributes to the extension of the conceptualization of drivers of luxury fashion engagement. None of previous studies explored the four variables such as involvement, perceived self, social values, and desire as drivers of engagement into the luxury context, and also did not regard desire and engagement as a second-order formative constructs. The present study also extends our knowledge of the engagement process by considering and testing SWB as an outcome in the context of luxury branding.

Regarding the practical implications, this is probably the first time, consumption of luxury has been associated with SWB through involvement and luxury brand engagement. It is not only important to motivate the desires of luxury consumers and involve them with the brand, but also essential to engage them with positive experiences which they can

remember. These experiences, in turn result in SWB of luxury brand consumers. On the contrary to the altruistic pursuits such as environmental activism and corporate social responsibility, which improve the brand perceptions, luxury brand consumers' personal SWB is associated with their favorable and unique experiences provided by luxury brands.

In the context of luxury branding, it is interesting that 'control' dimension contributes very less to the second order construct, 'desire'. This indicates when consumers indulge in luxury consumption, they have less control over themselves. Hence, it is essential to design effective customer relationship management activities which frequently remind luxury consumers about the brands. Furthermore, the luxury brand firms can also promote cross-selling and up-selling of luxury products to these consumers. The desired communication channels also have to be considered along with the frequency of communication and a customized message may also play an important role in rekindling the desires.

Nevertheless, the findings of the present study should be interpreted with caution. First, the study used a convenience sample. Even though, the sample represent the common shopping population of luxury fashion brands, they may not have represented all the luxury customers. Future research should use other approaches to consolidate the findings In the future other motivational drivers should be explored, as well as outcomes. For instance, it will be interesting to analyze the influence of experience on engagement, or how relationship quality variables may interact with fashion consumer engagement.

References

Algesheimer, R., Dholakia, U. M. and Herrmann, A. (2005), "The Social Influence of Brand Community: Evidence from European Car Clubs", *Journal of Marketing*, Vol.69 No.3, pp. 19-34

Bagozzi, R. P., Dholakia, U. M., & Basuroy, S. (2003), "How Effortful Decisions Get Enacted: The Motivating Role of Decision Processes, Desires, and Anticipated Emotions, *Journal of Behavioral Decision Making, Vol.* 16, pp.273–295.

Boujbel, L., & d'Astous, A. (2015), "Exploring the Feelings and Thoughts that Accompany the Experience of Consumption Desires", *Psychology and Marketing, Vol.* 32 No.2, pp. 219-231.

Bowden, J. L.-H. (2009), "The Process of Customer Engagement: A Conceptual Framework", *Journal of Marketing Theory and Practice,* Vol. 17 No. 1, pp. 63-74.

Brodie, R. J., Hollebeek, L. D., Juric, B. and Ilic, A. (2011), "Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research", *Journal of Service Research*, Vol. 14 No. 3, pp. 252-271.

Brodie, R. J., Ilic, A. Juric, B. and Hollebeek, L. (2013), "Consumer Engagement in a virtual brand community: An exploratory analysis", *Journal of Business Research*, Vol. 66 No.1, pp.105-114.

Cambridge Dictionary. (n.d.). Meaning of "engagement" in the English Dictionary. Retrieved from Cambridge Dictionary: http://dictionary.cambridge.org/dictionary/english/engagement

Choo, H. J., Sim, S. Y., Lee, H. K., & Kim, H. B. (2014) "The effect of consumers' involvement and innovativeness on the utilization of fashion wardrobe", *International Journal of Consumer Studies,* Vol. 38, pp. 175–182.

Coulter, R. Price, L., and Feick, L. (2003), "Rethinking the Origins of Involvement and Brand Commitment: Insights from Postsocialist Europe", *Journal of Consumer Research*, Vol. 30 No.2, pp. 151–169.

Dessart, L., Veloutsou, C. and Morgan-Thomas, A. (2015), "Consumer engagement in online brand communities: a social media perspective", *Journal of Product & Brand Management*, Vol. 24 No.1, pp. 28-42.

Diamantopoulos, A., and Siguaw, J. (2006), "Formative versus reflective indicators in organizational measure development: A comparison and empirical illustration", *British Journal of Management*, Vol.17 No.4, pp. 263–282

Diener, E., Oishi, S., & Lucas, R. (2009), Subjective Well-Being: The Science of Happiness and Life Satisfaction. In S. J. Lopez, & C. R. Snyder (Eds.), The Oxford Handbook of Positive Psychology: 63 - 73. Oxford Library of Psychology.

Fionda, A. M., & Moore, C. M. (2009) "The anatomy of the luxury fashion brand", *Journal of Brand Management,* Vol. 16, pp. 347 – 363.

Fornell, C., & Larcker, D. F. (1981), "Evaluating structural models with unobservable variables and measurement error", *Journal of Marketing Research*, Vol. 18 No. 1, pp. 39–50. doi:10.2307/3151312

Hair, J. F., Sarstedt, M., Pieper, T.M., and Ringle, Ch. M. (2012) "The Use of Partial Least Squares Structural Equation Modeling in Strategic Management Research: A Review of Past Practices and Recommendations for Future Applications", *Long Range Planning*, Vol. 45 No. 5–6, pp. 320-340.

Hollebeek, L. D., Glynn, M. S., and Brodie, R. J. (2014), "Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation", *Journal of Interactive Marketing*, Vol.28 No.2, pp.149–165

Jalloh, A., Flack, T., Chen, K., & Fleming, K. (2014), "Measuring Happiness: Examining Definitions and Instruments", *Illuminare: A Student Journal in Recreation, Parks, and Leisure Studies,* Vol. 12, No. 1, pp. 59-67.

Kalla, S. M. (2016), "Impulse Buying: What Instills This Desire to Indulge?" *Journal of Business and Retail Management Research,* Vol. 10 No. 2, pp. 94-104

Kapferer, J.-N., and Bastien, V. (2008), "The specificity of luxury management: Turning marketing upside down", *Journal of Brand Management,* Vol. 35 No. 3, pp. 1–12.

Keller, K. L. (2009), "Managing the growth tradeoff: Challenges and opportunities in luxury branding", *Journal of Brand Management,* Vol. 16 No. 2, pp. 290 – 301.

Ko, E., & Megehee, C. M. (2012) "Fashion marketing of luxury brands: Recent research issues and contributions", *Journal of Business Research,* Vol. 65 No. 7, pp. 1395 - 1398.

Ko, E., Phau, I., & Aiello, G. (2016), "Luxury brand strategies and customer experiences: contributions to theory and practice", *Journal of Business Research,* Vol. 69, No. 11, pp. 5749-5752.

Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R., Wiesel, T. and Tillmanns, S. (2010), "Undervalued or Overvalued Customers: Capturing Total Customer Engagement Value" , *Journal of Service Research*, Vol.13 No.3, pp. 297-310.

Kumar, V. and Pansari, A. (2016), "Competitive Advantage Through Engagement", *Journal of Marketing Research*, Vol. 53 No. 4, pp. 497-514

Lee, J. E., & Brandi, W. (2016), "YouTube vloggers' influence on consumer luxury brand perceptions and intentions", *Journal of Business Research,* Vol. 69, pp. 5753-5760.

Liu, F.-M., Hu, Y.-J., Kao, J.-Y., & Ching, S.-L. (2016), "Examining the Indirect Effect of Customer Involvement for the Relationship Between Brand Equity and Customer Loyalty", *International Journal of Organizational Innovation,* Vol. 9 No. 2, pp. 76-84.

Loureiro, S.M.C. (2015). Loving and Hating Brands: Multiple Relationships between Consumers and Brands. In Hans-Ruediger Kaufmann (ed.). *Handbook of Research on Managing and Influencing Consumer Behavior*, chapter 18 (pp. 417-438) (Section 3: Achieving Consumer "Involvement": A Multidisciplinary Effort)**.** IGI Global: Hershey, Pennsylvania, USA. Chapter doi: 10.4018/978-1-4666-6547-7.ch018

Loureiro, S.M.C., and de Araújo, C.M.B. (2014) "Luxury Values and Experience as Drivers for Consumers to Recommend and Pay More" *Journal of Retailing and Consumer Services*, Vol. 21 No. 3, pp. 394–400. doi: 10.1016/j.jretconser.2013.11.007

MacKenzie, S. B., Podsakoff, P. M., and Podsakoff, N. P. (2011) "Construct measurement and validity assessment in behavioral research: Integrating new and existing techniques. *MIS Quarterly*, Vol. 35 No. 2, pp. 293–334. doi:http://dx.doi.org/10.1037/a0029570

Malär, L., Krohmer, H., Hoyer, W. D., & Nyffenegger, B. (2011), "Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self", *Journal of Marketing,* Vol. 75 No. 1, pp. 35-52.

Miller, K. W., and Mills, M. K. (2012), "Contributing clarity by examining brand luxury in the fashion market", *Journal of Business Research,* Vol. 65, pp. 1471-1479.

Perugini, M., and Bagozzi , R. P. (2004), "The distinction between desires and intentions", *European Journal of Social Psychology,* Vol.34 No. 1, pp. 69–84.

Shukla, P., & Purani, K. (2012), "Comparing the importance of luxury value perceptions in cross-national contexts", *Journal of Business Research,* Vol. 65 No. 5, pp. 1417–1424.

Truong, Y., McColl, R., and Kitchen, P. J. (2009), "New luxury brand positioning and the emergence of Masstige brands", *Journal of Brand Management,* Vol. 16, No.3, pp. 375-382.

Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., and Verhoef, P. C. (2010), "Customer Engagement Behavior: Theoretical Foundations and Research Directions", *Journal of Service Research*, Vol.13 No.3, pp. 253-266.

Vigneron, F., and Johnson, L. W. (2004), "Measuring Brand Luxury Perceptions" *The Journal of Brand Management,* Vol. 11 No. 6, pp. 484-508.

Wiedmann, K.-P., Hennigs, N., Siebels, A., (2009), "Value-based segmentation of luxury consumption behavior", *Psychology and Marketing*, Vol. 26 No.7, pp. 625–651.

Zaichkowsky, J.L. (1994), "The Personal Involvement Inventory: Reduction, Revision, and Application to Advertising," *Journal of Advertising*, Vol.23 No. 4, pp. 59–70.