



COMMUNICATION AND ITS IMPACT ON THE CONSUMER BUYING MOTIVATIONS FOR LUXURY GOODS: AN EMPIRICAL STUDY IN THE INDIAN CONTEXT

Jyoti Sankar Das

PhD Scholar, Department of Management
Birla Institute of Technology, Ranchi, India (Off Campus Noida)

Dr Arun Mittal*

Assistant Professor, Department of Management
Birla Institute of Technology, Ranchi, India (Off Campus Noida)

ABSTRACT

The purpose of this study is to examine the impact of an integrated communication strategy on luxury buying motivations in India. As consumer buying is driven by motivations; and motivations are influenced by marketing communication, it is imperative to understand the causal relationships between the integrated communication efforts (constituted by six constructs - Print and Electronic Media, Celebrity Endorsement, Word of Mouth, Experiential Marketing, Digital Media, and Storytelling) on Buying Motivations (constituted Individual Value, Social Value, Functional Value, Economic Value and Brand Value). The data was collected from 400 respondents belonging to upper-middle-class and high-net-worth individuals who were either owning luxury goods or were potential buyers. Confirmatory Factor Analysis was applied to determine the model fit and discriminant validity among the constructs of both - Communication and Luxury Buying Motivations. Observing high level of correlations among a few constructs under buying motivation, a 2nd Order CFA was applied. and Structural Equation Modelling (SEM) was applied to establish the impact of a unified communication strategy on buying motivations. The findings revealed that an integrated communication strategy significantly influences the Brand Value, Personal Values and Non-Personal Values in luxury buying motivations in India. Luxury brand managers must therefore integrate the media vehicles suitably to influence purchase motivations.

Keywords: Luxury, Integrated Communication Strategy, Personal and Non-Personal Value, Buying Motivation, Brand Value, Print & Electronic media, Celebrity endorsement, Word of Mouth, Digital Media, Experiential marketing, Storytelling.

1. INTRODUCTION

The importance of communication in the luxury industry is far different from that of consumer goods. The immediate objective is more than just sales. The aim is to drive aspiration and build a dream value. It is to consistently recharge the brand's value (Kapferer & Bastien, 2012, 2009). The importance of luxury communication strategy lies in giving meaning to the brand, enhancing the brand heat, and attracting customers (Chen, 2022).

Though consumers' propensity to buy luxury is tempered by their innate desire to own the finest things in life, they are also driven by luxury brands' communication strategies. Such

an influence extends uniformly across geographies and people at large. It needs tweaking depending on the tastes and appreciation of a given culture. (Jing-Ping, 2020; Ramchandani & Coste-Manière, 2012; De Mooij & Hofstede, 2010) Marketing for Luxury goods are fundamentally different from mass consumer goods. There is a need for social stratification, ostentation, and conspicuousness among luxury consumers. Luxury brands can convert the raw material i.e. money into a desirable product. Communication is crucial in creating a social distance and recreating a dream. Brands need to advertise both to the actual buyer and potential buyer who may not afford it now but is needed to appreciate the buyer (Kapferer &

Bastein, 2009). Advertising can communicate the luxurious image of even premium private labels. (Kim et al. 2020a). It was found that functional advertisement has a significant impact on the purchase decision making stage of luxury goods than the lifestyle communication (Ma et al., 2023). Though Social and digital media is on the rise but it's prudent to blend them with traditional media for impact maximisation as per research (Husain et al., 2022).

Rationale of the study

Covid 19 pandemic adversely impacted the global luxury industry, which dipped severely in 2020. With a turnover of Euro 1.5 trillion in 2021, the industry witnessed a revival and finally exited 2022 with a robust growth of 19% to 21%. The personal luxury goods segment grew by a significant 22%. The Indian luxury market is projected to grow by 3.5 times by 2030 (Bain & Co Global luxury report 2022).

Luxury advertising and communication spending have also seen a spike in 2022. The LVMH group increased its spending by more than 30% in 2022. Capri Holdings, which owns some iconic brands like Versace, Michael Kors, and Jimmy Choo, spent 320 million USD in marketing and advertising in 2022, the highest in the last six years. (Statista, 2022). Beauty and Personal luxury advertisement spending in India was 15.2% more in 2022 over 2021 with the market picking up. (Zenith Business Intelligence - Beauty and personal luxury report 2022) Young Indian luxury consumers are today highly tech-savvy and correctly dubbed as digital natives. As per luxury research agency Equite CEO Daniel Langer, a significant part, i.e., 95% of the luxury buying decision of Gen Z consumers across the world occurs in the digital platform. Both pre- and post-purchase experience influence their buying decisions and even repeat purchases. Also, they are impacted by their peer group in social media (Jain & Schultz, 2019). The engagement level of Indian luxury consumers is ever-growing in social media. Research shows that social media activities, brand equity, brand trust, and status consumption positively affect the purchase intention of luxury consumers in India. Luxury managers in India must focus more on social media and use status and brand value motivation-led

campaigns to influence consumers into buying luxury goods (Hussain et al., 2022).

Marketing communication establishes direct connect between the marketer and consumer. Luxury brand are not the brands for masses, but they are recognised as the brand of 'mass prestige (Pual, 2015). Even though the channels of communication remain same for luxury and regular brands, however, the message, celebrities, metaphors, language used are different. It is essential for luxury brand to communicate the luxury values to attract luxury consumers. This study is a step to investigate how an integrated communication strategy influences the buying motivations of the luxury consumers. The study aims to provide inputs that support luxury marketing practitioners through establishing the link between integrated communication strategies and buying values (proxy to luxury buying motivation).

Research Gap

Previous studies on Luxury advertising and communication deal with either one or a few specific aspects like Print and electronic advertising, word-of-mouth impact, experiential marketing, celebrity marketing, Storytelling, or digital communication. (Dhillon et al 2022; Wang et.al 2022; Belova, 2021; Amatulliet al 2018). Very few studies provide a comprehensive communication linkage to luxury buying value motivations, thereby leading to luxury consumption, possibly not in the Indian context (Kaftandjiev, 2023; Chen, 2022; Shao, 2019).

Considering the research gap, this empirical study therefore looked at an integrated communication impact on luxury buying motivations categorised into Personal values (Individual and Economic), Non-Personal values (Functional and Social) and Brand Value as an independent value motivation. The need for such a study in the Indian context is essential because of the country's diverse geography and demography. An integrated advertising strategy is therefore important to influence consumers buying value motivations. Communication strategies in turn can be designed basis the impacted value motivation.

Advertising and communication for luxury goods need to be aligned with the consumer

value motivations for a more significant impact. Consumers own luxury brands for self-expression, reflecting their beliefs, attitudes, and self-concept. They also purchase for status and social approval. Effective communication draws strength from consumer value motivations. (Shao et al., 2019; Taylor, 2016).

The communication strategies of luxury brands are shifting with the changing value motivations of the Millennials and Gen Z, whose luxury purchase potential is projected to be 80% of the total market size by 2030 (Bain & Co Global Luxury Report, 2022). The new generation has a different set of core beliefs and value motivations. Unlike their previous generations, they are more concerned about sustainability and are open to pre-loved luxury. Craftsmanship, product attributes, unique materials, and heritage are now considered as given. Gen Z seeks unique personalized experiences and an emotional relationship with the brands. They are attracted to a unique brand story and seek extreme value creation. (Langer & Heil, 2022). In an exclusive interview with The Drum, Pip Usher, the Global luxury Content director of the Financial Times, described the New Guard as digital natives who move seamlessly across all social media vehicles. Their decision to buy luxury is primarily made in the virtual space. Therefore, connecting with them across multiple touchpoints is essential, each offering a unique experience. Brands can still adapt their communication strategies to local markets without compromising their core DNA values. Technological evolution in the last decade and a half has led to the steady decline of traditional mass media and the emergence of digital and social media in the form of Facebook, Twitter, You tube, and Instagram. Millennials and Gen Z's desire for convenience and newer lifestyle content has contributed to this shift. It's therefore important to align communication strategies with influencers' lifestyle (Gomes et al.2022). So even luxury communication strategies have gradually shifted toward the demands of new buying value motivations. The challenge is to have a suitable integrated communication strategy with the correct mix of traditional and modern media vehicles as per geographic and cultural variations so that we witness some localization in luxury communication as well (Mosca et al., 2021).

The key research questions in this study are

- a) Does an integrated Communication impact significantly the Personal Values: Individual and Economic?
- b) Does an integrated communication impact significantly the Non personal values: Functional and Social?
- c) Does an integrated communication impact significantly the Brand Value?

The structure of the paper begins with a summary of literature review with a theoretical perspective followed by a detailed analysis of communication and advertising media vehicles and luxury buying motivations. Thereafter a conceptual framework is developed basis theoretical research in relevant previous studies. The segments thereafter explain details of the research methodology followed by a presentation of statistical results. Then a revised conceptual framework and hypothesis is developed. The paper finally summarises the findings and discusses the implications. Thereafter it proposes future research agenda and ends with a crisp conclusion.

2. Literature Review

Theoretical background

A theoretical and conceptual framework was developed basis theoretical contributions of luxury communication and advertising on luxury buying value perceptions The Theory of Reasoned Action (TRA) by Fishbein and Ajzen's 1975, updated in 1980 explains how motivations are influenced by certain processes which individuals adopt to make choices. It identifies individual motivation to express a certain behaviour using the concept of intention. The understanding of luxury fashion purchase intention and behaviour can be extended to look at the connection among identity, social identity theories and ABC model of attitude and brand attractiveness. It was found in a study in the Hong Kong market that social identity predicts cognition-based attitude (i.e., attitude toward celebrity endorsement). So, communication led by such cognition-based attitude boosts the brand attractiveness and thereby enhances purchase intention (Lau et al., 2023). The core of luxury communication revolves around consumer conformity psychology as found in the Chinese market. Luxury consumers are highly discerning. So it's important to have an integrated communication of media vehicles

revolving around sensibility and rationality like craftsmanship, unique materials, unique design, beauty and aesthetics (Chen, 2022). Cue utilization theory and categorization theory were used in a theoretical framework by Kim et al., (2020a) in his study wherein Image similarity, quality superiority, and image congruity were a part of advertising conditions and perceived luxuriousness and purchase intention were used for dependent variables. Kaftandjiev, (2023) in his article analyses luxury marketing communication keeping in view the theory of archetypal appeals, marketing semiotics and marketing narratives both in traditional and in digital media. The aim of communication in luxury goods marketing is to mythologize and transform the brands into marketing icons with the help of different marketing communications. (Rokka, 2017). Ono et al., (2020) examined the impact of luxury communication on purchase intention of fashion brands. Ma et al (2023) in their study adopted a two-stage model to luxury purchase decision making. It was found that functional value perceptions are more important in the purchase decision making stage while lifestyle perceptions impact more in the motivation formation stage. This is consistent with the construal level theory which implies that a synchronisation of construal levels between functional advertisements and the purchase decision-making enhances the actual purchase.

Previous Studies

The history of Luxury advertising traces back to the 17th Century, wherein a Parisian magazine called "*Le Mercure Galant*" advertised some fashion engravings for the first time, followed by the advertisement of the first luxury boutique (De Jian, 2014). High-end Fashion Magazines have a select environment and clientele. Therefore, over the last 100 years, luxury brands have preferred them as important communication vehicles. (Raimondo, 2020). Print and electronic advertising were the most preferred vehicles of luxury communication in the 20th Century, with brands putting most of their advertising spending into this. Initially, it was more product centric. Luxury print advertising largely conveys the product's benefits and brand value (Chen, 2022). However, gradually brands moved away from communication of product characteristics to self-expression, being a friend to a consumer and lifestyle

advertising. (Cohen 2014; Berger & Heath, 2007). Print communication witnessed art infusion with artworks having artists' creativity, abstract language, and lifestyle quotient (Massara et al., 2020; Peluso et al., 2017). A research study found that Black & White creatives in Print advertising evoked a far more luxurious appeal than a coloured advertisement, as against a reverse popular belief. (Wang et al., 2022). Glossy luxurious imagery replaced text-related print advertising to create a dream appeal (Amatulli et al., 2018). Grotesque imagery in print media boosts the compelling character of luxury communication. Therefore, it enhances persuasiveness and thereby buying motivation (An et al. 2020). With a curated environment and luxurious appeal, print and television advertising still holds importance for luxury communication. With the arrival of the Millennials and Gen Z and a technological revolution, the consumption needs of the demographic canvas witnessed a paradigm shift. (Raimondo, 2020). But it would not be unfair to say that communication strategies in luxury brand advertising have remained very conservative as against other industries in adopting the digital medium for quite some time. Global luxury brands like Versace and Prada did not have websites until 2005 and 2007. (Kapferer & Bastien, 2012; Okonkwo, 2009) Nevertheless, post Covid 19, there has been a fast adoption, as reflected in a research study for the United States market, which can be extrapolated to other important luxury markets. (Mason et al., 2021) Status quotient and brand image influence luxury buying motivation in India. Social media is gaining traction among millennials and Gen Z in India. Word of mouth as a communication strategy long existed when consumers started acquiring luxury and fashion goods. According to McKinsey & Co. report 2022, Word of Mouth marketing strategy impacts 20% to 50% of all buying decisions. 92% of Customers follow their friends, family, and peer group (Nielsen, 2022). Millennials considered Word of mouth (WOM) as extremely important in their purchase decision (Radius Global, 2022). Research reveals that positive Word of mouth (PWOM) significantly enhances luxury buying motivations in socially adjustive functions and value-expressive ways, and negative Word of mouth is a dampener for counterfeit luxury. (Albaum et al 2015; East et al 2008).

Customers motivated by product attributes and social approval are primarily driven by electronic Word of mouth (eWOM) via Facebook and Twitter (Wolny & Mueller, 2013). Millennials with a brand attitude towards luxury goods are influenced significantly by their peer group via electronic Word of mouth (eWOM) or how others perceive the brand (Shaari et al., 2022). With the Gen Z segment moving up the ladder of luxury purchases, it is found that celebrities, social influencers, opinion leaders, and their peer groups significantly impact their buying behaviour with a word-of-mouth effect in social media channels (Sun et al. 2022). Celebrity endorsement strengthens brand loyalty, as reflected in the study of a sample of Gen Z in North India. (Gupta et al., 2020). However, celebrity endorsements do not significantly impact perceived quality and brand loyalty in the luxury goods category. (Sharma, 2015). Though some dichotomy exists in a few previous studies, there is an overall consistent view that Celebrity Endorsement in India works for luxury brands and fits into the communication strategy. It works when there is celebrity credibility, celebrity expertise, product celebrity coherence, physical attractiveness, and trustworthiness which is the most crucial aspect (Sharma & Bohra, 2023; Nabil et al., 2022). The emergence of experiential marketing and Storytelling is the most talked about aspect of luxury communication strategies that significantly contributes to extreme value creation for a luxury consumer. A unique experience and a compelling brand story emotionally move the Millennials and Gen Z consumers (Langer & Heil, 2015). In one of the earlier pioneering papers titled "Luxury brand marketing - the Experience is everything" by Atwal, G., & Williams, A. 2009, it's described that luxury marketers must connect with their customers through brand-related experiences. Experiential marketing has a positive impact on customer engagement and, thereby, on brand loyalty. It creates an emotional connection between the brand and the customer (Lu et al., 2023). Luxury cosmetics brands have moved ahead from the era of free samples, great products, and exclusive distribution, which is now considered a given. New memorable experiences through flagship stores, experts' advice, brand stories, and innovativeness some value additions to communication.

(Dhillon et al., 2022). With the technological and demographic revolution, it is imperative for luxury brands now to adopt Storytelling as their unique differentiator. Apart from Craftsmanship, unique materials, high-quality products, and innovation, luxury consumers, today are looking for some unique brand story, and that too at every touch point. Art collaboration can add to that brand story (Cho et al. 2011). The many events that Louis Vuitton holds wherein they showcase their collections and talk about their brand history and founders' story is an example of Storytelling. The trick lies in urging the customer to join the brand journey. (González et al., 2017) With the new generation making most of their purchase decision on the online canvas, brands are now embarking on social media to engage with their young customer with unique stories and experiences. Customers with high self-esteem and appreciation of the brand story consume luxury for personal hedonic reasons, while those with low self-esteem buy to impress others. A unique brand story helps (Park, 2020). Facebook and Twitter can be effective vehicles for eWOM, but Storytelling can best be paddled via Instagram, which is fundamentally a visual channel wherein brands can engage with their customer through unique brand story videos and caters to the new Gen cohort's need for visual appreciation (Velar, M 2021). As far as luxury buying is concerned, it is advisable to blend social and emerging vehicles with traditional media as well. (Husain et al. 2022)

Buying motivations were classified with personal and social symbolic meanings (Vickers and Renand, 2003). A conceptual framework of Brand Luxury Index (BLI) by Vigneron and Johnson (2004; 1999) broadly proposed the luxury value perceptions into hedonism and extended-self and termed it personal values and conspicuousness, uniqueness and quality as non-personal value perceptions. Conspicuousness, status consumption, brand name consciousness, need for uniqueness and hedonism positively impact consumer luxury buying motivations (Shahid et al., 2023). Smith and Colgate (2007) developed a framework including functional/instrumental value, personal/hedonic value, symbolic/expressive value and cost/sacrifice value. The motives to purchase luxury goods across national

boundaries are divided into four broad value dimensions: Individual, social, functional and financial values. Such an integrated conceptual framework established that luxury buying motivations is a multidimensional construct. Yet there could be differences in character and degree at the sub dimensions level basis the cultural environment (Hennigs et al., 2012; Weidmann et al., 2007). A global identity influences luxury goods purchase mediated by a perceived functional, individual and social value perceptions (Yang et al., 2018). Functional value with a material reflection, experiential value reflecting individual perspective and symbolic value as a social perspective as a three-dimensional framework as proposed by Berthon, (2009) was later empirically tested and established (Shukla et al., 2015). Usability, quality, and uniqueness as functional value positively impact luxury fashion handbags purchase intention (Liu and Rodriguez, 2021). Experiential and functional value were found to be closely impacting the luxury buying motivations but not symbolic value (Hung et al., 2011). Other studies categorized luxury value motivations as outer directed which includes utilitarian, status symbolic value (Gul and Munshi, 2023) or expressive values and self-directed including experiential, hedonic, relational and cost sacrifice value perceptions of for status symbolic value (Tynan et al., 2010) or a four value structure model comprising of hedonic, utilitarian, symbolic and economic perceptions was put forth post a research study in the Korean context and found to be positively correlated to luxury purchase intention (Choo et al., 2012).

Brand value as an independent value perception construct was considered in this study considering its crucial importance across many previous studies. As an umbrella value it represents beauty, product excellence, magic, uniqueness, craftsmanship, rarity, heritage and history (Kapferer, 1998). Brand consciousness positively impacts buying motivation for fashion, affordable and high-end luxury goods (Janpors et al., 2023; Shahid et al., 2023). Whether its brand prominence

(Aw Cheng-ji et al., 2021; Pino et al., 2019) or brand experience, brand resonance, brand trust and brand coolness (Husain and Paul et al., 2022; Loureiro et al., 2020) or brand equity and brand image they all have a positive influence on luxury purchase intention (Joseph et al., 2020; Shukla, 2011).

3. Conceptual Framework and Hypotheses

Four significant observations are made in the literature review for this empirical study. Luxury Communication strategies are designed keeping in mind specific buying motivations, thereby positively impacting purchase intentions and subsequent consumption (Taylor, 2016). Print, electronic media like television, Word of mouth, and celebrity marketing dominated the initial development years of the luxury industry (Sharma & Bohra, 2023; Chen, 2022; Wang et al., 2022; Shaari et al., 2022; Sun et al., 2022 Amatulli et al., 2018). With the technological revolution and a change in consumer needs, habits, and buying value motivations among the Millennials and Gen Z, newer aspects like experiential marketing, e WOM, and Storytelling are emerging as dominant luxury advertising tools in recent times. (Lu et al. 2023; Dhillon et al. 2022; Park 2020; Langer & Heil, 2015; Atwal & Williams, 2009). An Integrated Communication strategy or a blend of traditional and modern channels is the way forward for luxury brand advertising with required modifications in traditional vehicles. (Husain et al., 2022; Mosca et al., 2021) The initial conceptual framework is shown in Figure 1. Basis previous research studies and the author's long industry expertise, the framework was designed to showcase an integrated communication comprising media vehicles like Print & electronic media, Word of mouth, Celebrity marketing, Digital media, Experiential marketing and Storytelling and its linkage with either Individual, social, functional, economic and brand buying value motivations of luxury consumers and its impact on luxury consumption. The framework is comprehensive to test its validity in the Indian luxury landscape.

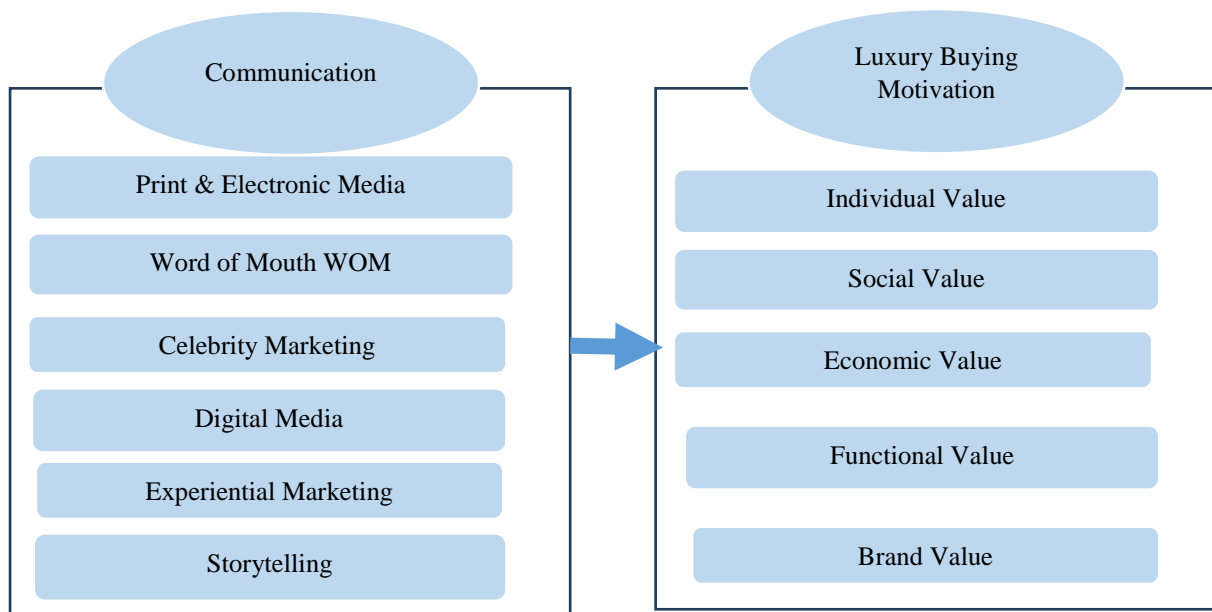


Figure 1 Initial Conceptual Model for the Study

3.1 Print media has been a communication strategy for luxury brands since the 17th century. Luxury brands communicate with more imagery than text in print advertising to usher in a dream value for the customer. Research shows that black-and-white advertisements can build a luxurious appeal and enhance a luxury product's brand value. (Wang et al 2022; Amatulli et al 2018). Research proves that branding and communication outcomes ensure Gen Z's loyalty toward a luxury brand. It is brand attachment and brand trust that draws the young generations to luxury purchase (Ghosh & Bhattacharya, 2022). Wealthy consumers whose status need is low, prefer quiet luxury brands and relatively less loud communication but the rich who have a greater need for status crave brand prominence, and there is where aspirational print and television advertising could play a positive role (Han et al. 2010).

Word of mouth (WOM) has been traditionally a very effective luxury communication weapon. Luxury buyers place greater trust in the recommendation of their friends and peer group. It is just that social media has given a boost to WOM, which McKinsey once termed as Word-of-Mouth Equity. (Bhanot, 2012). Pop-up brand stores, flagship mono-brand stores, and unique store experiences help accelerate positive Word of mouth (PWOM) (Klein et al., 2016). Brand visibility, excitement, differentiation, and quality assist brand recommendation behavioural Word of mouth,

leading to consumption. (Luo et al., 2019). Word of mouth has a positive effect on the brand image through brand love and brand personality. Brand love acts as a mediator, and with the brand, satisfaction supports positive Word of mouth (Rageh et al., 2012; Anwar et al., 2020).

Celebrity endorsement gets to the table two powerful value motivations. It gives a boost to the image of the brand. Also, because of the credibility of the celebrity endorser, there is a powerful trust element in the functional value of the product endorsed and advertised. The endorser added incremental value to the brand equity and perceived quality (Sharma, 2015; Chiosa, 2013). The effectiveness of Celebrity communication is dependent on the credibility and trust of the endorser. The fitment with the brand is also a crucial factor. It heightens brand awareness (Sharma & Bohra, 2023; Nabil et al., 2022). Consumers who are low in self-esteem look at a status product positively when their consumption is in tandem with the celebrity, even if they have low body esteem. (Ono et al., 2020).

Luxury brands initially hesitated to use the digital platform for communication or business, although the adoption was quicker in mass goods (Kapferer & Bastien, 2012; Chevalier & Gutsatz, 2012). There has been a significant spurt in social media consumption among millennials and Gen Z consumers in the last decade. With shorter lifespan of luxury

brands among the younger generations, it's a challenge for brands who are now using innovative strategies to attract this segment via social media (Ko et al. 2016). Luxury companies seriously engage with their customers via Facebook, Twitter, YouTube, and Instagram. Social media has therefore emerged as an important communication vehicle. (Pandey et al., 2018). There is a positive correlation between social media marketing and brand equity, which positively correlates to customer equity in the luxury industry (Ahmed et al., 2023).

Experiential marketing and Storytelling are two key luxury communication drivers in modern times with millennials' and Gen Z's changing buying value motivations. Luxury brands use immersive experiences using technology like virtual product launches and virtual events. Brand stories and innovativeness contribute to such experiential communication. (Dhillon et al., 2022). These contribute to customer engagement and brand loyalty (Lu et al., 2023). Multisensory communication drives brand strength through unique and memorable experiences. It also communicates a high perceived value. (Wiedmann, et al., 2018). Storytelling has a positive influence on consumer buying motivation. It helps the consumer to identify with the brand at an emotional level. It also assists in engagement with the brand. (Junior et al., 2023). Young consumers remember stories better than facts. It positively influences consumers' brand experiences, thereby motivating them to buy. (Lundqvist et al., 2013) A unique brand story through emotions, images, and videos conveys the brand values to the customer. Storytelling helps in connecting emotionally the customer to the brand. (AMĂLĂNCEI, 2021).

A strong correlation was found among the various aspects of communication (Figure 2), which led to the development of 2nd Order CFA as shown in Figure 3. Similarly, under the luxury buying motivation, high correlation between Individual Value and Economic Value as well as Functional Value and Social Value were observed (Figure 4). Finally, under the Communication (Independent Variable), one construct named as integrated communication was formed (Figure 3) and 3 constructs namely – Personal Values, Non-Personal Values and Brand Value were formed

under the 'Luxury Buying Motivations' (Dependent Variable). The following Hypotheses were formed:

H1 Integrated communication significantly influences Personal Values

H2 Integrated communication significantly influences Non-Personal Values

H3 Integrated communication significantly influences Brand Value

4. Research Methodology

A cross-sectional survey was employed with the pan-Indian upper-middle-class and high net-worth luxury customers and potential buyers. The research instrument, sampling technique, and data collection method are described below to investigate the impact of various channels of communication on luxury brands' buying motivations leading to their consumption. The paper employs a descriptive research design.

4.1 Sample and Data Collection

The research instrument was a self-administered questionnaire designed to study the various channels of luxury communication and consumer value motivations. It was designed basis previous research studies. The target respondents of the study were upper-middle-class and high-net-worth individuals already owning luxury goods or potential buyers. Men and women above the age of 20 across the country were a part of the universe. The universe was initially defined basis luxury buying demographics, including age, income levels, and personal taste. We used a non-probability snowball sampling method to collect the data (Shahid et al., 2023; Faschan et al., 2020) in pursuit of the selection of the sample. The questionnaire was sent to selected respondents via email and WhatsApp in a Google form format. The researcher personally followed up with all the high-net-worth individuals to get back their responses on time. The challenge faced in collecting the responses from this segment was time and caution. Since most people in this segment were extremely busy and cautious about letting out some personal information through the questionnaire. This obstacle was mitigated by speaking to them and giving them confidence that the responses were purely for academic study and would be kept confidential. The credibility of the researcher helped in convincing the respondents. A total of 450 questionnaires were sent. Four hundred

twenty-five filled formats came back. Twenty-five formats were either wrongly filled or incomplete and therefore dropped from the final list. Four hundred instruments were considered valid and used for further data analysis.

4.2 Demographic Characteristics of Respondents

Table 1 Demographic Characteristic of Respondents

Demographic Characteristics	Measures	Frequency	Percentage
Gender (n=400)	Male	224	56%
	Female	176	44%
	Others	0	0%
	Total	400	100%
Age in Years(n=400)	20 to 30	53	13%
	31 to 50	218	55%
	Above 50	129	32%
Annual Income in Mn INR(n=400)	2 to3	144	36%
	3.1 to 6	113	28%
	> 6	143	36%
Region(n=400)	North	243	61%
	West	71	18%
	South	47	12%
	East	39	10%
Luxury Purchase in last 4 years(n=400)	Yes	326	82%
	No	74	19%
Plans to buy luxury in next 2 Years(n=400)	Yes	374	94%
	No	26	7%

Table 1 begins with a gender split with 56% of participants being males while 44% are females. The age group of respondents varied between 20 to 60 years, with 13% being between 20 to 30 years. 55% of the total participants being between 31 to 50 years, and balance 32% were above 50 years old. The income level reveals that 36% of the respondents earned between 2 to 3 million INR a year, 28% earned between 3.1 to 6 million INR a year, and 36% had an annual income greater than 6 million INR.

The sample was Pan Indian, with 61% of total respondents belonging to the North of India. 18% of participants were from the western part of the country, 12% from the South of India, and 10 % from the East. Majority of the respondents' i.e. 82% in the current study already owned luxury products while 19% who did not own any luxury good currently

are potential buyers with a high disposable income.94% of the total sample intend to buy a luxury product in the next 2 years.

4.3 Research Instrument or Survey Questionnaire Development

The items used in the present research were examined using a 7-point Likert scale (1 = Strongly Disagree and 7 = Strongly Agree). Items were adapted from relevant previous research studies with required modifications. It was a part of the overall survey for the thesis project titled "Impact of Culture and Communication on the buying motivations for luxury brands in India." Culture and communication are the independent variables, and buying motivations, as a dependent variable, were tested through this questionnaire. It was found from previous studies that luxury communication had broadly printed and electronic media (Gurzki et al., 2019; Amatulli et al., 2018).

Word of mouth and Celebrity marketing as traditional vehicle constructs (Shaari et al., 2022; Luo et al., 2019) with digital media (Sun et al., 2022; Singh et al., 2021) experiential marketing and Storytelling (Dhillon et al., 2022; Park, 2020; Atwal & Williams, 2017; Cho et al., 2011) as emerging tools in the new luxury advertising landscape. Items were chosen from the studies mentioned above to investigate their impact and linkage to respective consumer value motivations, including individual, social, functional, economic, and brand values. Twenty questionnaires were sent for a pilot test. Such a pre-test was necessary for clarity, feedback, and comprehension. Changes were made basis the feedback, and ambiguities were removed. Once all questionnaires were received, the data was organized in a format suitable for further analysis.

4.4 Statistical Techniques

In this study Confirmatory Factor Analysis (CFA) and Structural Equation Modelling have been applied. CFA aims to examine the hypothesized factor structure and assess the model fit indices of the data. It is a measurement model exhibiting the relationship of observed variables to the latent variables and the correlation among the constructs. The crucial parameters for performing (CFA) are descriptive results, internal consistency, and reliability of the

measuring instrument (Swisher et al., 2004). SEM establishes the causal relationships among the constructs.

This research model was tested using the two-stage approach of Structural Equation Modelling as suggested by Anderson and Gerbing (1988) using AMOS version 22.0. The model is generally suitable for this research to resolve complex predictive models. (Hair et al., 2011). At the outset, the data collected was cleaned and a first order confirmatory factor analysis (CFA) was conducted using SPSS Version 22 and AMOS Version 24 software.

Covariance Based Structural Equation Modelling (CB-SEM) has been applied in the study to establish multiple and interrelated dependence relationships (Hair et al., 2019).

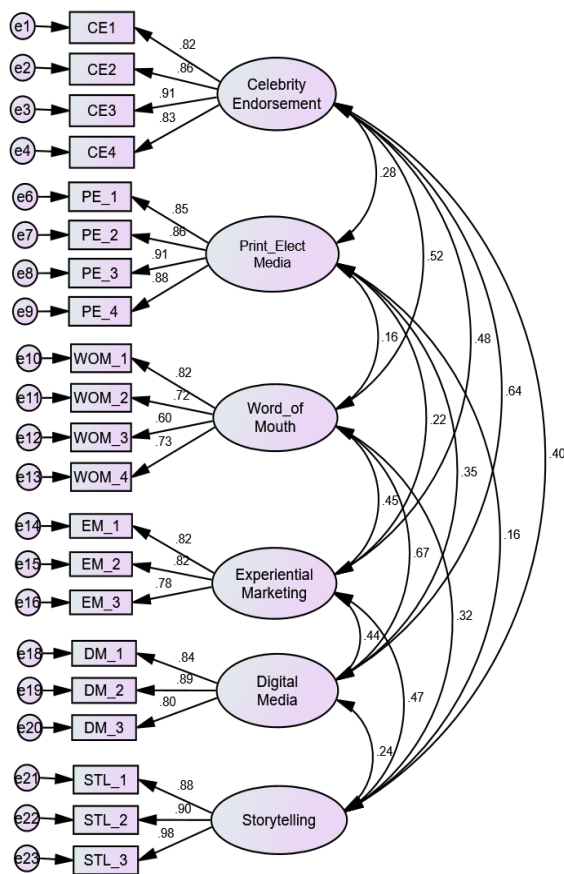


Figure 2 First Order CFA: Independent Variables of Communication "Measurement Model"

5.1 Validity Measures of 1st Order CFA "Measurement Model" Communication

Validity in a measuring instrument measures the behaviour and quality that it intends to

Since, measurement scale used in the study is reflective in nature CB SEM is an appropriate technique for hypotheses testing as it considers indicators as common factor (Zhang et al., 2020). CB SEM is better in providing model fit indices as compared with the PLS SEM (Dash and Paul, 2021).

5. Results and Discussions

A measurement model was arrived at after a series of factor loadings, reliability, and validity checks. The measurement model assessments included factor loadings, Cronbach alpha reliability tests, fit indices, and convergent and discriminant validity tests. A model fit was then established with the first and second order CFA of all the independent variables of communication and luxury buying motivations as detailed in Figure 2.

measure and how consistent and stable it is in its performance. (Anastasi and Urbina, 1997). Convergent validity reflects the strength of the relationship between the observed variables and their underlying construct (Hair et al., 1998). Composite Reliability (CR) is the level of relationship between the items and the underlying latent variables in the measuring instrument. (Werts et al., 1978). Convergent validity is established using Construct reliability based on Cronbach alpha and Average Variance extracted (AVE). To establish Convergent validity $CR > 0.70$; $CR > AVE$ and $AVE > 0.50$ (Hair et al., 2010) Discriminant Validity is the extent to which each construct differs from the other and stands unique. It is used to assess empirically the distinctiveness of every construct. (O'Leary-Kelly and Vokurka, 1998). It is established basis of Average Variance Extracted (AVE) and Minimum shared variance (MSV).

Table 2 shows the validity measures of measurement model. It is found from the table that composite reliability of all six latent variables is above 0.7. It establishes the "convergent validity". Similarly, ASV is above 0.5 which also determines the convergent validity. It also shows that AVE is above MSV and ASV for all constructs which therefore establishes the discriminant validity. The value on diagonals shows the variances and off-diagonal shows the co-variances.

Table 2: Validity measures of 1st Order CFA “Measurement Model”

	CR	AVE	MSV	ASV	ST	CE	PEM	WOM	EM	DM
ST	0.943	0.847	0.225	0.115	0.920					
CE	0.915	0.728	0.411	0.230	0.403	0.853				
PEM	0.929	0.766	0.125	0.061	0.163	0.276	0.875			
WOM	0.811	0.521	0.450	0.210	0.322	0.519	0.165	0.722		
EM	0.848	0.650	0.231	0.180	0.474	0.481	0.222	0.448	0.806	
DM	0.881	0.711	0.450	0.247	0.241	0.641	0.354	0.671	0.439	0.843

5.2 Model Fit Estimation

Once the measurement model was found to be satisfactory after the reliability and validity results of all the constructs were established, the study moved next to check the fitness indices of AMOS output to determine the fitness of the overall measurement model. Model fit is examined basis of CMIN/df, p-value, Comparative Fit Index (CFI), Goodness Fit Index (GFI), Adjusted Goodness Fit Index (AGFI), Root Mean Square Error of Approximation (RMSEA), and P-close. Model fit indices of all constructs individually were calculated and shown below in Table 3. Results of all six constructs, Print and Electronic Media (PEL), Word of Mouth (WOM), Celebrity Endorsement (CEM), Digital Media (DM), Experiential Marketing (EM), and Story Telling (STT) produced positive results, and therefore deemed fit.

Model Fit Indices - 1st Order CFA of Independent Variables of Communication

Table 2 shows the model fit indices. It may be observed from the results that all the specifications of the Model Fit indices have been fulfilled after comparing with the recommended threshold values.

Table 3: Model Fit Indices of 1st Order CFA of Independent Variables of Communication

Indices	Recommended Value	Model Value	Fulfilment of the Criteria
CIMIN/DF	< 3	2.289	“Yes”
CFI	> .95	.962	“Yes”
IFI	> .95	.963	“Yes”
NFI	>.90	.936	“Yes”
TLI	> .95	.955	“Yes”

CIMIN “Chi-square Statistics in AMOS”, DF = “Degree of Freedom”, CFI = “Confirmatory Fit Index”, IFI = “Incremental Fit Index”, NFI = “Normed Fit Index”, TLI = “Tucker-Lewis index (TLI)”.

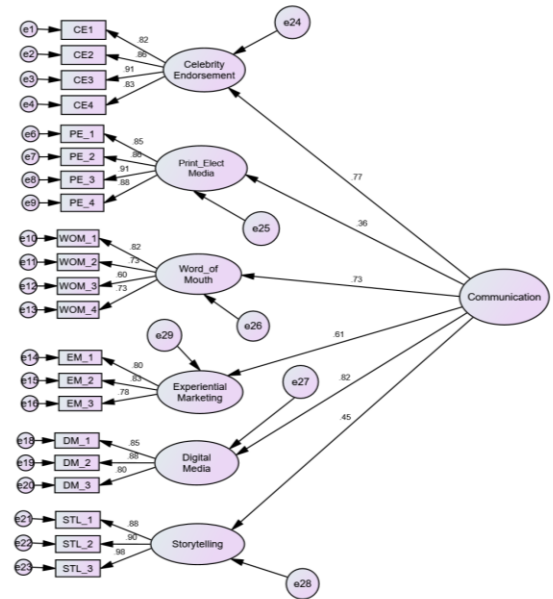


Figure 3: 2nd Order CFA: Independent Variables Communication

5.3 Model Fit Indices 2nd Order CFA of Independent Variables of Communication

Table 4 shows the model fit indices after the 2nd order CFA was conducted. It may be observed after comparing with the recommended values, that all the specifications of the Model Fit indices have been fulfilled.

Table 4: Model Fit Indices of 2nd Order CFA of Independent Variables of Communication

Indices	Recommended Value	Model Value	Fulfilment of the Criteria
CIMIN/DF	< 3	2.539	“Yes”
CFI	> .95	.953	“Yes”
IFI	> .95	.953	“Yes”
NFI	>.90	.914	“Yes”
TLI	> .95	.946	“Yes”

CIMIN “Chi-square Statistics in AMOS”, DF = “Degree of Freedom”, CFI = “Confirmatory Fit Index”, IFI = “Incremental Fit Index”, NFI = “Normed Fit Index”, TLI = “Tucker-Lewis index (TLI)”

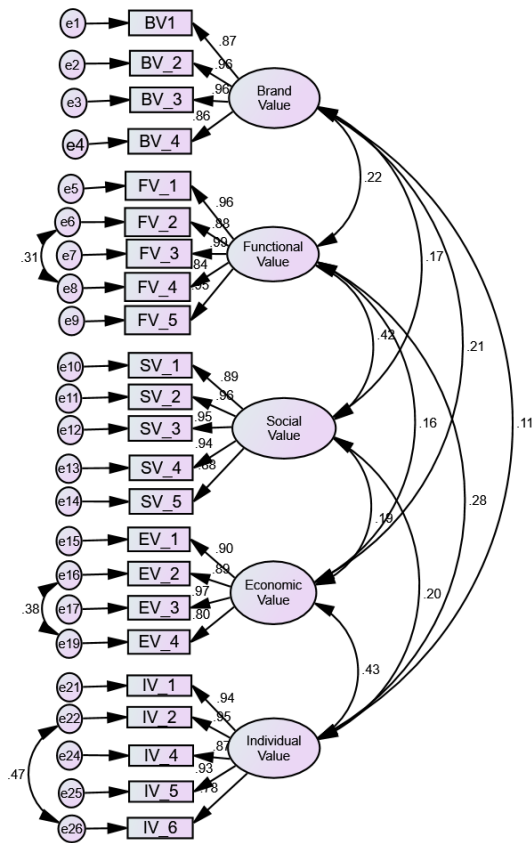


Figure 4: 1st Order CFA -Independent Variables: Luxury Buying Motivations

5.4 Validity Measures of 1st Order CFA "Measurement Model": Luxury Buying Motivations

Table 5 below shows the validity measures of measurement model. It is found from the table that composite reliability of all six latent variables is above 0.7. It establishes the "convergent validity". Similarly, ASV is above 0.5 which also determines the convergent validity. It also shows that AVE is above MSV and ASV for all constructs which therefore establishes the discriminant validity.

5.5 Model Fit Indices - 1st Order CFA of Independent Variables: Luxury Buying Motivations

Table 6 shows the model fit indices after the 1st order CFA was conducted. It may be observed after comparing with the recommended values, that all the specifications of the Model Fit indices have been fulfilled.

Table 5: Validity Measures of 1st Order CFA "Measurement Model": Luxury Buying Motivations

	CR	AVE	MSV	ASV	IV	BV	FV	SV	EV
Individual Value	0.954	0.806	0.182	0.079	0.898				
Brand Value	0.953	0.834	0.049	0.033	0.110	0.913			
Functional Value	0.968	0.859	0.175	0.083	0.283	0.222	0.927		
Social Value	0.968	0.858	0.175	0.070	0.201	0.167	0.418	0.926	
Economic Value	0.939	0.794	0.182	0.072	0.427	0.207	0.164	0.192	0.891

Table 6: Model Fit Indices of 1st Order CFA - Luxury Buying Motivations

Indices	Recommended Value	Model Value	Fulfilment of the Criteria
CIMIN/DF	< 3	2.205	"Yes"
CFI	> .95	.977	"Yes"
IFI	> .95	.974	"Yes"
NFI	> .90	.960	"Yes"
TLI	> .95	.953	"Yes"

CIMIN "Chi-square Statistics in AMOS", DF = "Degree of Freedom", CFI = "Confirmatory Fit Index", IFI = "Incremental Fit Index", NFI = "Normed Fit Index", TLI = "Tucker-Lewis index (TLI)"

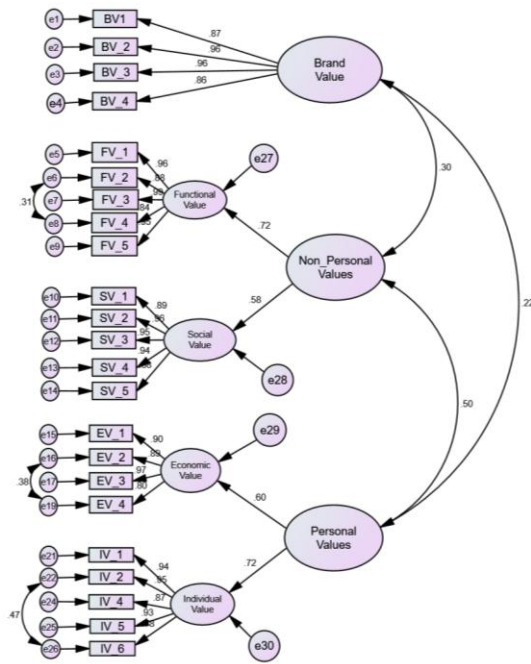


Figure 5: 2nd Order CFA - Independent Variables: Luxury Buying Motivations

5.6 Model Fit Indices - 2nd Order CFA of Independent Variables: Luxury Buying Motivations

Table 7 shows the model fit indices after the 1st order CFA was conducted. It may be observed after comparing with the recommended values, that all the specifications of the Model Fit indices have been fulfilled.

Table 7: Model Fit Indices of 2nd Order CFA for Luxury Buying Motivation

Indices	Recommended Value	Model Value	Fulfilment of the Criteria
CIMIN/DF	< 3	2.218	"Yes"
CFI	> .95	.977	"Yes"
IFI	> .95	.977	"Yes"
NFI	>.90	.959	"Yes"
TLI	> .95	.973	"Yes"

CIMIN "Chi-square Statistics in AMOS", DF = "Degree of Freedom", CFI = "Confirmatory Fit Index", IFI = "Incremental Fit Index", NFI = "Normed Fit Index", TLI = "Tucker-Lewis index (TLI)"

6.0 Revised Conceptual Framework

High level of correlation was found among the various constructs of communication (Figure 2), which led to the formation of 2nd Order CFA (Figure 3). Similarly, under the luxury buying motivation, high correlation between Individual Value and Economic Value as well as Functional Value and Social Value were observed (Figure 4). Finally, under the Communication (Independent Variable), one construct named as integrated communication

was formed (Figure 3) and 3 constructs namely - Personal Values, Non-Personal Values and Brand Value were formed under the 'Luxury Buying Motivations' (Dependent Variable).

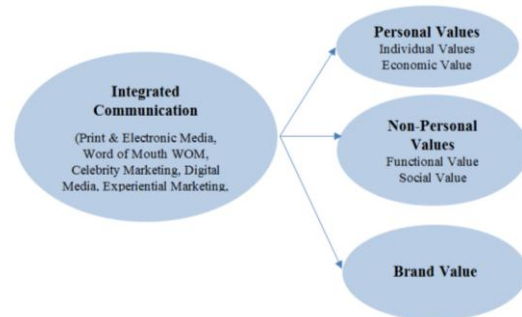


Figure 6 Revised Conceptual Framework

6.1 Structural Model

The Structural Model is shown in Figure 5, which is generated through AMOS version 24.0. SEM was used to test the relationships. A Good Fitness model is accepted if the value of the CMIN/df, the goodness of fit (GFI) indices (Hair et al., 2010), the Tucker and Lewis (1973) index (TLI), the Confirmatory Fit Index (CFI) (Bentler, 1990) > 0.90 (Hair et al., 2010). A model is also adequately fit if the AMOS computed value of the standardized root mean square residual RMR is < 0.50 and the Root mean square error approximation (RMSEA) is between 0.05 to 0.08 (Hair et al. 2010).

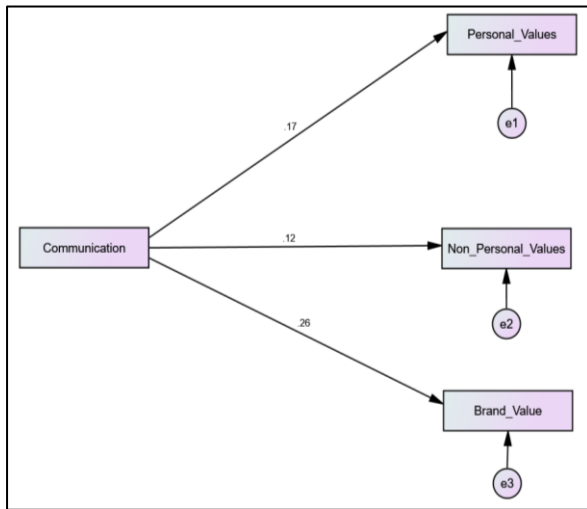
The model fit indices in the structural model and their acceptable cut-off values are shown in Table 3. The goodness of fit results indicates that the structural model has a healthy fit with the data. Though the Chi-Square test is significant at $p < 0.05$, all other results are within the threshold limits. It can therefore be safely said that the model is a good fit. The results of the individual tests of the significance of the relationships among the variables are shown in Table 3

Communication has a significantly positive impact brand value motivation (beta = 0.349, p = below 0.05), personal luxury buying motivation, (beta = 0.097, p = below 0.05) and non-personal values (beta = 0.078, p = below 0.05). The values on arrows in Figure 7 represents the standardised beta values.

Atwal & Williams, 2017). The research gap lies in having a comprehensive study in the Indian context on all aspects of luxury communication and its impact on purchase intention. This study was necessitated because it would not only add to the existing theory building but also help luxury managers to

Table 8: Summarised Statistical Results

			Estimate	S.E.	C.R.	P	Label
Non_Personal_Values	<---	Communication	.078	.032	2.393	.017	
Personal Values	<---	Communication	.097	.028	3.438	***	
Brand Value	<---	Communication	.349	.066	5.296	***	



Source: AMOS output

Figure 7: Structural Model : Impact of Communication on Luxury Buying Motivations

7. Discussion

Classical marketing rules have long been turned upside down in the case of luxury goods marketing. Unlike mass goods, there is no competitive positioning in luxury. It is about being unique with a focus on brand identity and image. The objective of luxury communication is to weave dreams in the minds of consumers (Kapferer & Bastein, 2009). Previous studies on luxury advertising and communication and its impact on buying motivations have revolved around varied channels like the print media, electronic media, celebrity advertising, and Word of mouth (Wang et al., 2022; Nabil et al., 2022; Anwar & Jalees, 2020). Upcoming aspects of communication like digital media, experiential marketing, and Storytelling and their influence on purchase intention have also been researched (Ahmed et al., 2023; Velar, 2021;

design an integrated advertising and communication strategy considering the demographic diversity in India. The findings like some previous studies in other countries establishes the fact that all the above media vehicles when suitably integrated in the Indian market can positively impact luxury buying motivations. Though modern communication vehicles are gaining traction, yet a blend of traditional media would only help enhance the urge for purchase intention (Husain et al., 2022; Mosca et al., 2021)

8. Theoretical Implications

With the expansion of the luxury market in India and its projection to be 3.5 times of its current size by 2030. (Bain & Company Report 2022), the research on luxury is now on the incline among academicians. It is not just the communication decibels but the quality and content of it which matters most. This paper is unique as it attempts to examine an integrated approach(Kaftandjiev, 2023; Mosca et al., 2021) to communication while empirically examining the impact of Print and electronic media, Word of mouth, Celebrity advertising, digital media, and uptrends like experiential marketing and Storytelling on luxury buying motivations among Indians. Existing studies have also focussed on piggy riding one vehicle on another to have a compelling impact on the consumer. (Singh et al. 2021; Chiosa, 2013). The findings suggest that integrated communication had a significantly positive impact on the personal, non-personal and Brand Value motivations. This comprehensive study in the Indian context would add to this exciting body of knowledge wherein one vehicle can be well orchestrated with another to impact the customer positively and create an urge for luxury purchase.

9. Managerial Implications

Considering that luxury communication has always been image-driven, the rules of marketing need to be understood by luxury brand managers while communicating. It is no more product-centric, hovering around technical superiority, Craftsmanship, and top performance. It is now about connecting emotionally, providing immersive and memorable experiences at all touchpoints and compelling Storytelling, and ensuring extreme value creation (Langer & Heil, 2015). This study will help luxury managers in India understand the impact of various communication channels on buying motivations and luxury consumption and the importance of weaving it together for maximising impact value. The discovery of the web and the internet has accelerated digital media. Social media, particularly Instagram, have created touchpoints for Word of Mouth, Celebrity advertising, experiential marketing, and Storytelling. (Velar 2021; Chu et al., 2019). Once Indian Luxury managers grasp the various aspects of communications and their impact on purchase intention, it would be easy for them to design an integrated advertising approach for luxury goods marketing in India and thereby maximize desire and consumption (Hussain et al., 2022; Mosca, et al., 2021). The findings of the study would help Indian luxury managers not to get stuck in any unidirectional media vehicle while advertising in the demographically diverse market but to consciously adopt an integrated communication strategy. The results of this study in some respects were like few previous studies conducted in India and other parts of the globe. (Ahmed et al. 2023; Singh et al. 2021). The brand managers must understand that communication is the key to success of luxury brands. Present study reveals that there is a great importance of values associated with the luxury brands, hence there must be synchronisation and consistency between the communication vehicles and the buying value perceptions.

10. Limitations and Future Research Agenda

Though the study empirically researched six critical aspects of communication and its impact on buying motivations in the Indian market, the limitation lies in the following two areas.

- a) Lack of Internal Geographic and territorial constructs in the study

- b) Lack of communication impact on buying motivations basis gender

We propose the above two areas as a future research agenda for researchers wherein Geographic territory like north, south, west, and east of India could be a moderation in such a study. This would throw light on the strategy variation in all the four separate zones in India wherein consumer's tastes and preferences are different. Future study could also include gender as a moderating variable too. Such studies would add value to this research study another existing studies on luxury communication strategies in India.

11. Conclusion

The research provides deeper insights into the six key aspects of luxury communication and its impact on buying motivations. The findings reveal that all six aspects influence Indian consumers and motivate them to buy luxury goods. It would therefore be of great help to luxury managers to incorporate and integrate these aspects suitably depending on the targeted market in terms of geography and demographics, which varies widely in India. Integrated communication strategy is crucial in the Indian context. Considering the growing Indian appetite for luxury goods, this research becomes more critical to make judicious decisions on marketing spending on evolving strategies that incorporate a cultural meaning to the global brand. The extension of a strict uniform consistent global communication strategy into the Indian market cannot be wholly true. This research calls for suitable localisation of media vehicles and its relevant integration for a better impact.

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