

Consumer-Brand Relationship, Brand Attachment & Brand Loyalty among Fashion Luxury Products Consumers

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I. Introduction

According as symbolic products have been more important than before recently, buying brand than product itself is appearing notably. Specially, difference in product is unheeded tendency by development of a technology, and it is increased that purchasing image of special brand and product than purchasing product by primary attribute of product itself on special quality accordingly (Dick et al, 1990). Nowadays, if image of brand is bad but design is good, It would nothing. Only brand can appeal to consumers(Marketing, 2005). Consumers repeatedly buy special brand that can believe to minimize danger of defect of product, through this, consumers have interaction repeatedly, so they have close relation and form emotional relationship and binding persimmon. It is explained that brand attachment. In fashion product, consumers recognize brand by symbol that express oneself, and phenomenon of great attachment about brand is caused(Fournier, 1998). Therefore, the purpose of this research was to examine the relationship between consumer-brand relationship and brand attachment among fashion luxury products consumers.

II. Method

For data collection, it widely distributed 250 copies of questionnaire targeting female university students who live in Seoul. For instruments, consumer-brand relationship(Fournier, 1998), brand attachment and brand loyalty(Aaker, 1991) were used. All measurements are used 7-Likert scales. For the Data Analysis, descriptive statistics, Pearson's Correlation, factor analysis, and multiple regression were used.

III. Conclusion and Implications

As the result, there were significantly strong correlations among consumer-brand relationship,

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brand loyalty and brand attachment. First, consumer-brand relationship for luxury products had positive effects on brand loyalty. Second, consumer-brand relationship gave effects on brand attachment.

Through this two results, consumers can construct strong consumer-brand relationship and raise brand loyalty and brand attachment. Fashion luxury companies can successfully use this relations in that their brands and consumers are constructed together. In addition, they need efforts that increase consumers' brand loyalty and brand attachment. Thus, it can be provoked positive luxury products consumers' emotion toward their brands.

This study has limitations that it confined target student at a women's college more than 20 inhabiting in Seoul and Kyungkido and products of this study are fashion luxury brand. Thus, there should be further research about this research theme.

IV. Reference

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