Influence of values, brand consciousness and behavioral intentions in predicting luxury fashion consumption

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Abstract

Purpose – This paper aims to examine the relationships among two distinct yet interconnected forms of value orientations, namely, terminal and instrumental values, brand consciousness and behavioral intentions. This study validated the conceptual model for branded fashion apparel consumption in an emerging market, e.g. India.

Design/methodology/approach – The research design followed a two-step approach to test the measurement and structural models for partial least squares structural equation modeling with SmartPLS (v.3.0) as recommended by Anderson and Gerbing (1988).

Findings – The results illustrated that both the instrumental and terminal values influence brand consciousness and, consequently, brand consciousness had an impact on behavioral intentions for fashion apparel consumption. Instrumental values had a greater influence on brand consciousness and behavioral intentions than terminal values. Brand consciousness mediated the relationship between instrumental/terminal values and behavioral intentions.

Research limitations/implications – This study defined two value orientations (i.e. instrumental versus terminal) using cross-sectional data from an emerging market. Future studies may examine the research findings' generalizability using diverse data sets (longitudinal and cross-sectional) and evaluate the value orientation and customers' favorable behavioral intentions for luxury fashion consumption.

Practical implications – This study provides insights into luxury marketers and practitioners to understand the contribution of instrumental and terminal values on brand consciousness and behavioral intentions for luxury fashion apparel. The findings would assist in developing marketing strategies for an emerging market, i.e. India.

Social implications – With the rapid proliferation of materialism, the Indian market has witnessed the dawn of a new era of luxury fashion acceptance. The research offers evidence that in emerging markets such as India, consumers exhibit value orientation toward luxury brands while holding a sense of fashion involvement in their consumption behavior.

Originality/value – This study is a pioneering attempt to understand the relationships between the value orientation, namely, instrumental and terminal values and their underlying influence on brand consciousness and behavioral intentions toward fashion apparel. Rokeach's (1973) two-dimensional value dichotomy was adapted to understand luxury apparel consumption in an emerging market context, specifically India.

Keywords Values, Brand consciousness, Behavioral intentions, Instrumental, Terminal, Fashion apparels

Paper type Research paper