

Consumer Behavior toward Brand Attitude and Loyalty in Luxury Brands: Evidence from Multinational Perspectives***

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Abstract

This study examines motivational factors related to luxury brands across different cultures. Specifically, this study examines the relationship between brand attitude and brand loyalty. In addition, it explores the roles of avoidance of expected anxiety and joy. As a data collection method, a consumer survey was conducted. For reliability and convergent validity, measurement scales were validated before hypothesis testing. Structural path analysis was conducted using Smart-PLS to investigate the effects among variables. In the structural analysis, it is found that brand attitude and enjoyment have significant positive effects on brand loyalty. And avoidance of expected anxiety has no significant effect on loyalty. Also, there are significant relationships between brand attitude and avoidance of expected anxiety, brand attitude and enjoyment. The findings highlight that a positive brand attitude remains a critical driver for luxury brands. These results contribute theoretically to the literature from a different cross-cultural perspective.

Keywords: *Luxury Brands, Brand Loyalty, Brand Attitude, Consumer Behavior, Turkey, Saudi Arabia.*

Lüks Markalarda Marka Tutumu ve Sadakatine Yönelik Tüketici Davranışı: Çokuluslu Perspektiflerden Kanıtlar

Öz

Bu çalışma, farklı kültürlerde lüks markalara yönelik motivasyonel faktörler üzerine yapılmıştır. Özellikle, marka tutumu ve marka sadakati arasındaki ilişki incelenmiştir. Ayrıca, beklenen kaygıdan kaçınma ve beklenen mutluluk gibi faktörlerin rolleri de araştırılmıştır. Veri toplama yöntemi olarak tüketici anketi kullanılmıştır. Güvenilirlik ve yakınsak geçerlilik için, hipotez testinden önce ölçüm ölçekleri doğrulanmıştır. Değişkenler arasındaki etkiyi arařtırmak için Smart-PLS ile yapısal yol analizi kullanılmıştır. Yapısal analizde, marka tutumu ve mutluluğun marka sadakati üzerinde anlamlı pozitif etkileri olduğu bulunmuştur. Beklenen kaygıdan kaçınmanın ise sadakat üzerinde anlamlı bir etkisi olmadığı tespit edilmiştir. Ayrıca, marka tutumu ile kaygıdan kaçınma ve marka tutumu ile mutluluk arasında anlamlı ilişkiler bulunmuştur. Sonuç olarak, lüks markalara yönelik olumlu marka tutumunun kritik bir faktör olduğu vurgulanmaktadır. Bulgular, olumlu marka tutumunun lüks markalar için kritik bir itici güç olmaya devam ettiğini ortaya koymaktadır. Bu sonuçlar teorik olarak farklı kültürlerin bakış açısıyla literatüre katkıda bulunmuştur.

Anahtar Kelimeler: *Lüks Markalar, Marka Sadakati, Marka Tutumu, Tüketici Davranışı, Türkiye, Suudi Arabistan.*

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Geniřletilmiř Özet

Lüks marka tüketimini anlamak, pazarlama yöneticisi için tüketici ihtiyalarına dair daha derin bir kavrayıř saėlamayı gerektirir. Aynı zamanda, lüks marka tüketim kalıplarını ve lüks tüketici davranıřlarını anlamak da önemlidir. Böylece pazarlama stratejileri doėru bir řekilde geliřtirilebilir.

Tüketici arařtırmaları, lüksün, işlevsel deėerleri ařan ve nadirlik, kalite, doėal malzemeler veya işçilikle karakterize edilen, gerçekten olaėanüstü olarak algılanan özelliklerle ilişkilendirildiėini kanıtlamıřtır. Bununla birlikte, net ve tartıřılmaz bir tanımı yoktur (Vanhamme, Lindgreen ve Sarial-Abi, 2023). Lüks bir markanın, benzersizlik, yüksek kalite, özgün tasarımlar ve konforla birlikte zarafeti, lüksü ve ayrıcalıėı simgeleyen her řeyden oluřtuėu söylenebilir.

Bu alıřma, ürün detaylarına, kaliteye öncelik veren ve lüks ürünlerin ne olduėunu derinlemesine anlayan yüksek gelirli bireylerden oluřan hedef bir tüketici grubu üzerinde gerekleřtirilmiřtir. Bu grup tanımı, geniř ürün bilgisine ve kullanım deneyimine deėer veren tüketicileri kapsamaktadır.

Bu alıřmada, popölasyona ulařmak için amalı ve kolay örnekleme teknikleri kullanılmıřtır. Veri toplama, Türkiye ve Suudi Arabistan'da kartopu örnekleme yaklařımı kullanılarak sosyal medya ve mesaj uygulamaları aracılıėıyla gerekleřtirilmiřtir. Farklı kültürlerdeki yapıların farklılıklarını belirlemek için ok gruplu ölçüm deėiřmezliėi testi yapılmıřtır. Test sonuçları, metrik deėiřmezliėi doėrulamıř ve Suudi Arabistan, Türkiye ve Moritanya genelinde yol katsayılarının geerli bir řekilde karřılařtırılmasına olanak saėlamıřtır.

Marka sadakati, marka tutumu ve marka baėlılıėı, lüks tüketicilerin markaları nasıl algıladıėını ve onlarla nasıl etkileřim kurduėunu yansıtan önemli faktörlerdir. Bu deėiřkenler, lüks tüketimde tercih edilen markaların seimini ve kullanımını řekillendiren temel unsurlardır. Bunlar, lüks tüketim davranıřlarıyla doėrudan ilişkilidir ve tüketicilerin belirli markalara yönelik tutumlarını, baėlılıklarını ve sadakatlerini etkiler.

Arařtırma modeli ayrıca, beklenen kaygıdan kaçınma ve beklenen mutluluk gibi ikincil deėiřkenlere de odaklanmaktadır. Bu deėiřkenler, tüketicilerin lüks tüketim tercihlerini belirlemede rol oynayan motivasyonları ve duygusal faktörleri içerir.

Lüks tüketiminde kültürlerarası farklılıklar birçok açıdan önemlidir. Bazı kültürlerde lüks pahalıyken, diėerlerinde tatmin edici řekillerde kendini řımartmakla, bazılarında ise yorucu ve stresli olmasına raėmen olduka yaygın olabilen karmařık aktiviteler ve ürün kullanımıyla ilgilidir. Örneėin, ana akım popüler kültürde lüks ürünler pahalı parfümleri ve el antalarını akla getirirken, daha sade bir yařam tarzını seenler için nadir klasik otomobil modelleri olabilir. Bu arařtırma, farklı kültürlerdeki lüks ürünler baėlamında marka sadakatini yönlendiren faktörler olarak beklenen cořkuyu, kaygıdan kaçınmayı ve marka tutumunu belirlemektedir. Bu alıřma, Türkiye ve Suudi Arabistan'daki yüksek gelirli tüketiciler arasında lüks marka tüketiminin dinamiklerini, öncelikle marka tutumu, baėlılık ve motivasyonel faktörlerin marka sadakati üzerindeki etkisine odaklanarak incelemiřtir. Katılımcıların gelir düzeyi, çoėunluėunun 2.666 dolar veya üzeri gelir bildirmesiyle, hedef grubun yüksek maařlarını doėrulamıř ve bu da onları lüks ve prestijli markalara uygun hale getirmiřtir.

Marka tutumu, bir tüketicinin bir markaya yönelik genel deėerlendirmesi olarak tanımlanabilir. Tüketicilerin tutumu, markayla ilgili kiřisel deneyimler, markanın pazarlama promosyonları veya markanın imajı gibi eřitli faktörlerden etkilenir. Öte yandan, marka sadakati, bir tüketicinin belirli bir markayı tekrar satın alma ve eřdeėer markalara göre onu tercih etme eėilimi olarak tanımlanır. Marka sadakati, uzun vadeli müřteri ilişkilerini ve

istikrarlı bir gelir akışını sağladığı için önemlidir. Lüks markalar, yüksek değerleri nedeniyle, müşterilerin daha yoğun ilişkiler aramasına yol açar. Bu nedenle, lüks bir ürünü seçme nedeni, marka sadakatini yoğunlaştırır. Bu bağlamda, tüketici tutumları, lüks ürün markaları için sadakat yolunda çok önemli bir kilometre taşıdır. Lüks markalara olan müşteri sadakati, yüksek finansal değer yaratacaktır.

Marka bağlılığı, bir tüketicinin belirli bir markayı tercih etme ve bu tercihi sürekli kılma eğilimi olarak tanımlanır. Buna karşılık, marka sadakati, bu bağlılığın daha derin ve daha kalıcı bir biçimi olarak kabul edilir. Bununla birlikte, faktör analizinden elde edilen sonuçlar, bu iki kavramın pratikte her zaman açıkça tanımlanamayabileceğini göstermektedir. Marka bağlılığı altındaki bazı boyutlar, marka sadakati boyutu altında birleştirilmiştir. Bu sonuca, marka bağlılığı ifadelerinin marka sadakatine yakın anlamlar içermesi nedeniyle ulaşıldığı düşünülmektedir. Öte yandan, marka bağlılığının marka sadakatini olumlu yönde etkilemesi beklenmektedir. Çünkü marka sadakati, iyi müşteri ilişkileri yoluyla oluşur. Müşterilerinin beklentilerini karşılayabilen markalar, sadakatin yolunu açar. Bu bulgu, literatürdeki diğer çalışmalarla da tutarlıdır. Erdoğan (2023), örneklem olarak marka tutumunun marka sadakati üzerinde etkili olduğunu bulmuştur. Farklı demografik segmentler ve sektörler üzerinde yapılan Erdoğan (2023)'ün çalışması, marka tutumunun çeşitli gruplarda marka sadakati üzerindeki güçlü etkisini doğrulamaktadır.

Öne sürülen beş hipotezden dördü kabul edildi. Birinci hipotez, marka tutumunun keyfi olumlu yönde etkilediği yönündeydi ve kabul edildi. İkinci hipotez, marka tutumunun kaygıyı olumlu yönde etkilediği yönündeydi ve kabul edildi. Üçüncü hipotez, marka tutumunun marka sadakatini olumlu yönde etkilediği yönündeydi ve kabul edildi. Dördüncü hipotez, keyfin marka sadakatini olumlu yönde etkilediği yönündeydi ve kabul edildi. Beşinci hipotez, kaygının marka sadakatini olumlu yönde etkilediği yönündeydi ve kabul edilmedi.

Bu çalışmanın sağladığı bulgulara rağmen, gelecekteki arařtırmalar için de yol gösterici olabilecek bazı sınırlamaların da kabul edilmesi gerekmektedir. Arařtırmanın sınırlılıkları örneklemin düşüklüğüdür. Gelecek çalışmalar için öneriler marka bağlılığı ve marka sadakati için kültürel farklılıklara göre ölçek geliştirilmesidir.

1. Introduction

It is necessary to understand luxury brand consumption by marketing manager that gain consumer needs deeper insights. At the same time, it is similar to gain luxury brands consumptions patterns and luxury consumer behaviors. Thus marketing strategies can develop properly. For example, brand preferences and consumption patterns vary in luxury brands according to gender. Men often prioritize utility, performance, functionality and price. On the other hand, women generally place greater value on society, form, and design (Stokburger-Sauer & Teichmann, 2013). As a consequence, they demonstrating a more positive brand attitude and brand loyalty (Stokburger-Sauer & Teichmann, 2013).

In this study, it is investigated that consumer behavior toward luxury brands in aspect of in middle eastern country cultures. Research focus is central role of relationship between brand attitude and brand loyalty. Furthermore, we examine the potential mediating roles of several psychological factors, namely intrinsic motivation, extrinsic motivation, avoidance of anticipated anxiety, and anticipated joy, within this core relationship. To this end, a consumer survey targeting high-income individuals primarily concerned with product details and quality was conducted, yielding 179 valid responses. The measurement scales used demonstrated strong psychometric properties (all AVE > 0.50, CR > 0.878, and Cronbach's Alpha between

0.839 and 0.938). The analysis ultimately confirmed a significant positive effect of brand attitude on brand loyalty, although the findings regarding the mediating effects of the proposed motivational and emotional factors were mixed.

2. Theoretical Background

2.1. Luxury Consumption

Consumer research has proven that luxury is associated with features that are perceived as truly exceptional, surpassing functional values, and are characterized by rarity, quality, natural materials, or craftsmanship. However, there is no clear, indisputable definition (Vanhamme, Lindgreen, & Sarial-Abi, 2023). It can be said that a luxury brand consists of everything that signifies elegance, luxury, and distinction with uniqueness, high quality, unique designs, and comfort.

Most luxury brand consumers seek to improve their social status in the eyes of those around them, prove that they belong to a particular class, or pursue uniqueness or distinction when purchasing luxury products. The consumer's desire for luxury is largely driven by the need for status (respect, admiration, etc.) provided by others (Dubois, Jung, & Ordabayeva, 2021).

There are numerous typologies used in consumer classification. Consumers who purchase a brand's product may do so because they consider the benefits it offers, because they admire the brand, or for other reasons. Some consumers buy a brand's product simply because they have the opportunity to do so, even if they don't know what the brand is. There are also consumers who prefer a brand because they feel a sense of belonging to it. These consumers cannot switch brands because they feel that being associated with the brand is a part of their identity. Therefore, the perceptions of brand consumers vary. However, despite their different preferences, there are similarities between women and men in terms of consuming the brand (Stokburger-Sauer & Teichmann, 2013).

2.2. Brand Attitude-Loyalty Relationships

Brand attitude emerged as a distinct part of modern consumer culture. This concept, defined as the general evaluation and emotional response consumers have toward a particular brand, influences many areas ranging from purchasing decisions to brand loyalty (Özer, 2011). Developing a positive attitude toward a brand among consumers can enhance the brand's success and contribute to the establishment of long-term relationships. Brand attitude is not only a emotional evaluation of consumers for a brand but also a brand communication tool (Kılıçarslan et al., 2019).

Brand attitude is a process of consumer evaluations brands and often includes emotional and cognitive components (Çakır, 2006). The emotional part includes feelings like love, admiration and affinity a brand. Another part is the cognitive evaluation includes beliefs and perceptions about a brand. Brand attitude plays a critical role in determining consumers' positive or negative perceptions of a brand (Özer, 2011). According to Keller (1993), brand attitude is the foundation of consumer behavior towards a brand and is a combination of the benefits and features offered by the brand.

Brand attitude is the overall evaluation and emotional response consumers have towards a particular brand (Yıldız, 2019). This attitude can be influenced by factors such as the brand's

benefits, features, reputation, and environmental performance. Developing a positive attitude towards a brand can affect consumers' purchasing decisions and lead them to favor the brand. Brand attitude can also include the belief that consumers will benefit from brand awareness, visibility, and experiences (Yıldız, 2019). Companies that stand out with a successful logo and brand can attract consumer attention and win their appreciation with a positive brand image. Consumers often choose the brand that best matches their own image, and both the brand and logo play a significant role in shaping consumers' attitudes towards a brand (Yıldız, 2019). Celebrities can impact brand perception, and characteristics such as credibility, expertise, and attractiveness can play a significant role in shaping consumer attitudes (Avci & Yıldız, 2019).

Brand attitude reflects the positive or negative evaluations and emotional responses (such as joy, sadness, anger, resentment, hatred, fear, anxiety, etc.) that consumers develop toward a brand. This can be influenced by factors such as the brand's benefits, features, reputation, and environmental performance (Ünlükaya & Tosun, 2021). Consumers' attitudes toward a brand can affect their purchasing decisions and can create or enhance brand loyalty. Creating a successful brand attitude is crucial for the long-term success of a brand and requires continuous effort to maintain a positive brand perception among consumers (Çakır, 2006).

3. Hypothesis Development

The brand attitude formats serve as a cognitive and affective precursor for brand relationships. Consumer behavior do not merely include evaluation of brands' functional utility but also emotional attributes that outcome using experience. Anticipated joy is a motivational driver of expectation in positive feedback after pleasure (Proksch et al., 2015). The positive brand attitude is supported by the belief of consumers that interacting with satisfying results of brands. In this way, the expectation of joy is heightening

On the other side, brand attitude also plays a defensive role in the consumer's mind. Expected Anxiety often starts with uncertainty. It is based on the fear of negative outcomes in a turbulenced market environment. However, stronger and positive brand attitude can act as a competence-enhancing factor, promising a reduction in perceived risk. When considered brand attitude of a consumer, they develop specific expectations regarding how the brand will either alleviate or provoke anxiety depending on the consumption situation (Proksch et al., 2015). In scope of this, it is proposed that.

H₁: Brand attitude has a positive and significant effect on Enjoyment.

H₂: Brand attitude has a significant effect on avoidance of anticipated anxiety.

Brand loyalty is conceptualized as to rebuy or repatronize a favored product or service consistently in the future (Knox & Walker, 2001). The literature suggests that loyalty is not just only a behavioral repetition but also it is rooted in an attitudinal foundation (Eren & Erge, 2012). A positive brand attitude assures trust and satisfaction, which are the hallmarks of attitudinal loyalty. In order to consumers align their personal and social values with a brand, their predisposition is remaining loyal strengthens and creating a barrier against competitive offers (Çifci, 2006). Based on this relationship, the following is hypothesized.

H₃: Brand attitude has a positive and significant effect on brand loyalty.

Consumers are driven by the affective influences regarding a brand context of emotional dimension of brand loyalty. Expected joy serves as a proactive motivator. The anticipation of a pleasurable experience encourages the consumer to revisit the brand. Hereby they are fostering long-term behavioral and attitudinal commitment (Shen et al., 2017). When consumers

associate with a brand continuous-steady happiness and success, their loyalty is reinforced through intrinsic satisfaction.

On the other hand, avoidance of expected anxiety can be a powerful catalyst for loyalty, although it is a different mechanism from expected joy. In choice freedom environment, limited by internal and external constraints, consumers may remain loyal to a brand because of their desire to avoid the anxiety associated with switching to an unknown alternative (Guest, 1944). If consumers are perceived a brand as a safe shelter that reduces anticipated negative feedback or social risk, their desire to avoid anxiety will emerge as a stronger attachment to the brand (Proksch et al., 2015). Therefore, both the expected joy and the avoidance of anxiety are critical determinants of the loyalty bond.

H₄: Enjoyment has a positive and significant effect on brand loyalty.

H₅: Avoidance of expected anxiety has a significant effect on brand loyalty.

4. Research Method

This study conducted on a targeted consumer group: high-income individuals who prioritize product details, quality and be aware a deep understanding of what are luxury products. This group definition consists of consumers who value wide product information and usage experience.

This study employed purposive and convenience sampling techniques to reach population. Data collection was conducted through social media and message applications, utilizing a snowball sampling approach within Turkey and Saudi Arabia. A multi-group measurement invariance test was conducted for figure out differences of constructs in different cultures. The test results confirmed metric invariance and allowed for a valid comparison of path coefficients across Saudi Arabia, Turkey, and Mauritania.

A multi-stage screening process was implemented to ensure the validity and relevance of the data

Survey participation was carefully selected from active workforce and business owners to ensure respondents possessed the necessary purchasing power for luxury. As a purposive sampling strategy, it is aimed to capture the upper-middle and high-income segments. According to the World Bank's income classifications, %77 of world population consists of mid-to-high level earners who targeted as sample.

To eliminate those unfamiliar with the products used in the study, a unique psychographic screening criterion was applied. Potential respondents were asked whether they were aware of the brand-independent luxury car models or the associated costs of use and ownership (e.g., Mercedes-Benz A220, 1970 Dodge Charger). Consumers who were aware of the product or brand were encouraged to answer the survey.

As a result of this process, it is ensured that a final dataset of 179 respondents. The sample includes a range of income levels. The distribution is heavily inclined to higher-income groups, with 29.1%(\$2,666+). This proper with the research objective of analyzing consumers who prioritize quality and detailed product attributes.

To enable participants to relate their responses, a choice-based scenario was presented that led them to select a specific brand. The scenario is presented as follows:

Scenario: Imagine you have won an award in a competition. The prize is a new car of your choice between two cars. Your options are: MERCEDES-BENZ A220 or 1970 DODGE CHARGER. Based on the brand you choose, please respond to the following statements.

The choice between the two vehicles was not based on a direct comparison of luxury products. It has been used more as a psychographic screening tool than for comparison. A choice between a lower-segment model of a luxury brand and a classic muscle car distinguishes whether luxury consumption is motivated by superficial brand perception or by deeper motivators such as performance, heritage, and passion.

The 1970 Dodge Charger was presented as a award, because a classic vehicle can simulate a high-value acquisition scenario. This case was used to ensure participants to perceive as a noteworthy reward, thereby increasing emotional involvement during the decision-making process.

It is acknowledged that a preference for the Dodge Charger may reflect vintage/collector interests. However, this preference was utilized as a means to identify high-involvement consumers who prioritize specific product details and characteristic quality over mainstream luxury trends within the scope of this study,

Instead of a pilot study, it is ensured that the internal consistency of the responses and the correlation between the chosen car and subsequent luxury consumption scales served as a post-hoc verification that the scenario successfully activated the intended consumer mindsets. The demographic questions included in survey. scales were utilized to measure consumer attitudes, focusing on constructs related to brand attitude, intrinsic and extrinsic motivation, avoidance of anticipated anxiety, anticipated joy, and brand loyalty. The survey instrument was prepared in both Turkish and Arabic. The questions were originally translated from English, and their accuracy was verified by expert review. The collected survey data was analyzed using SPSS 25 statistical software. Also, a path analysis was created using partial least squares structural equation modeling (PLS-SEM) via the SmartPLS software. This statistical technique was selected for several strategic reasons. Firstly, PLS-SEM is particularly robust when dealing with complex models that include multiple latent variables and mediation effects (Hair et al., 2017). Secondly, PLS-SEM does not require a normal distribution of data and is highly effective for studies with smaller sample sizes contrarily of covariance-based SEM (Hair et al., 2011; Reinartz et al., 2009). Especially, it has been demonstrated that PLS-SEM can carried out with high levels of statistical power even with samples smaller than 200, making it an appropriate choice for the current sample of 179 respondents (Willaby et al., 2015). The research was conducted with the approval of the Bayburt University Ethical Comity's date of 27.02.2024 and document number of 190379.

These statistical criteria were applied during the measurement model assessment:

Items loadings were removed to enhance convergent validity if it is below 0.50.

Construct reliability was assessed with Cronbach's Alpha and composite reliability (CR) for a minimum threshold of 0.70.

The Average Variance Extracted (AVE) for each construct was required to be above 0.50.

Factors with excessive overlap were merged if they were theoretically compatible (as indicated by the Fornell-Larcker criterion).

5. Research Model

This study's aim is to understand the luxury consumer behaviors and shed light on the marketing strategies of luxury brands by developing a research model. In substance, the fundamental variables examined in this model represent key psychological and social dynamics that define luxury consumption preferences, namely brand attitude, brand loyalty, and brand attachment.

Brand loyalty, brand attitude, and brand attachment are significant factors that reflect how luxury consumers perceive and interact with brands. These variables are essential elements that shape the choice and use of favored brands in luxury consumption. These are directly related to luxury consumption behaviors and influence consumers' attitudes, attachments and loyalty towards specific brands.

The research model also focuses on secondary variables such as avoidance of anticipated anxiety and anticipated joy. These variables consists of the motivations and emotional factors that play a role to define consumers' preferences for luxury consumption. Avoidance of anticipated anxiety may be one of the considerations for consumers luxury products preference, while anticipated joy reflects the emotional satisfaction acquire from consuming luxury goods. In this scope, anticipated anxiety and anticipated joy (Proksch et al. 2015), brand attitude (Oliver & Bearden, 1985; Ajzenand & Fishbein, 1980), brand loyalty (Bobâlcă et al., 2012; Heere & Dickson, 2008) scales adapted from literature.

This research model will contribute to understand the complex relationships affecting luxury consumption behaviors. These relationships include interactions between brand perception and emotional drivers. This study will be important research to a deeper understanding of luxury consumer behavior and the more effective comprehension of luxury brands' marketing strategies.

6. Results

6.1. Distribution of Participants According to Demographic Characteristics

The participants' demographic characteristics are listed in Table 1. When examining the gender distribution, 77.1% of the participants are male, and 22.9% are female. In terms of age distribution, the majority of participants are in the 25-34 age range. Regarding marital status, 57.5% of the participants stated that they are single.

Table 1: Demographic Findings

Variables	Sample		Variables	Sample	
	n	%		n	%
Gender			Where do you live		
Male	138	77.1%	Saudi Arabia	64	35.8%
Female	41	22.9%	Turkey	72	40.2%
Total	179	100.0%	Mauritania	25	14.0%
Age			Egypt	1	0.6%
18 – 24	3	1.7%	Morocco	6	3.4%
25 – 29	77	43.0%	Azerbaijan	3	1.7%
30 – 34	62	34.6%	Turkmenistan	2	1.1%
35 – 39	23	12.8%	Bahrain	1	0.6%
40 – 49	11	6.1%	Poland	5	2.8%
50 – 59	3	1.7%	Total	179	100.0%
Total	179	100.0%	Education		
Civil Status			Primary school	50	27.9%
Single	103	57.5%	Middle school	39	21.8%
Married	68	38.0%	High school	39	21.8%
Engaged	8	4.5%	Bachelor Degree	17	9.5%
Total	179	100.0%	Master Degree	1	0.6%
Job Status			Doctorate Degree	2	1.1%
Student	6	3.4%	Total	3	1.7%
Unemployed	2	1.1%	Income		
Retired	1	0.6%	Alt - 799\$	7	3.9%
Freelance	28	15.6%	800\$ - 1332\$	34	19.0%
Temporary Job	13	7.3%	1333\$ - 2132\$	38	21.2%
Business Owner	26	14.5%	2133\$ - 2665\$	48	26.8%
Government Sector	40	22.3%	2666\$ - More	52	29.1%
Private Sector	63	35.2%	Total	179	100.0%
Total	179	100.0%			

Concerning functional status, it is observed that participants have different functional statuses, with 35.2% working in the private sector. In terms of educational levels, most participants have bachelor's degrees (9.5%), high school degrees (21.8%), and master and doctorate degrees (1.7%). According to their places of residence, most participants live in Saudi Arabia (35.8%) and Turkey (40.2%). In terms of country distribution, the highest number of participants is from Saudi Arabia, Turkey, and Mauritania. Looking at income levels, the majority of participants have an income level of \$2666 and above (29.1%).

6.2. Factor Analysis

In Table 2, the explained variance of the four factors and the factor loadings are presented. Variance explained shows how much of the total variance in the data set is accounted for by the factors, while factor loadings indicate how much each question contributes to each factor.

Table 2: Results Obtained from the Exploratory Factor Analysis

Items of the Attitude Scale Towards the Brand	Variance Explained	Factor Load	
		EFA	CFA
Factor 1: Expected Joy	25.173		
I am more satisfied with this brand.		0.858	0.912
I feel more joyful with this brand.		0.829	0.886
I feel happier with this brand.		0.816	0.892
I feel braver with this brand.		0.791	0.845
I feel more satisfied with this brand.		0.745	0.758
Because I think it is enjoyable.		0.726	0.840
Because it is fun.		0.696	0.819
Factor 2: Brand Attitude	13.049		
Good - Bad		0.861	0.958
Positive - Negative		0.846	0.946
Nice - Not Nice		0.773	0.913
Factor 3: Brand Loyalty	13.034		
I would be sad if this brand stopped operating.		0.842	0.740
I would say positive things about this brand to others.		0.820	0.836
I am passionate about this brand.		0.706	0.820
I would like to use this brand more often.		0.669	0.866
Factor 4: Avoidance of Anticipated Anxiety	12.318		
I feel less hesitation with this brand.		0.861	0.950
I feel less panic with this brand.		0.816	0.939
I feel less scared with this brand.		0.815	0.939

* KMO: ,890, Chi-square: 3272,346, df: 210, sig: <.001

Note: Extrinsic Motivation dimension was excluded from the final measurement model because its factor loadings did not meet the required statistical thresholds for convergent validity during Confirmatory Factor Analysis.

The variance explained for the Expected Joy factor is 25.173%, indicating that this factor plays a significant role in the dataset. The high record of factor loading is for the statement "I am more satisfied with this brand," with a loading of 0.858, while the lowest factor loading is for the statement "Because it is fun," with a loading of 0.696. The explained variance for the Brand Attitude factor is 13.049%. The highest factor loading is for the statement "Good - Bad," with a loading of 0.861, and the lowest factor loading is for the statement "Pleasant - Unpleasant," with a loading of 0.773. The explained variance for the Brand Loyalty factor is 13.034%. The highest factor loading is for the statement "I would be upset if this brand stopped its activities," with a loading of 0.842, while the lowest factor loading is for the statement "I would like to use this brand more often," with a loading of 0.669. The variance explained for the avoidance of expected anxiety factor is 12.318%, indicating that this factor is important but somewhat less determining compared to the other factors. The highest factor loading is for the statement "I feel less hesitant with this brand," with a loading of 0.861, and the lowest factor loading is for the statement "I feel less fearful with this brand," with a loading of 0.815.

As can be seen in Table 2, the Extrinsic Motivation items were excluded during the Confirmatory Factor Analysis (CFA) phase. Initial analysis revealed that the factor loadings for these items were below the recommended lower limit of 0.50 (Hair et al., 2014) and compromised the Average Variance Extracted (AVE) and Composite Reliability (CR) of the construct. As a consequence, to ensure the convergent validity of the measurement model, this factor was dropped from the final structural model.

It is decided that merge certain dimensions (e.g., Brand Attachment with Loyalty, and Intrinsic Motivation with Joy) was based on both statistical and theoretical grounds. High inter-dimension correlations (above 0.85) suggested issues with discriminant validity, indicating that respondents perceived these concepts as functionally indistinguishable in the specific context of luxury consumption.

There are theoretical and statistical justifications for brand attachment and loyalty dimensions. Theoretically, emotional attachment is often viewed as a driver or a base psychological component of long-term loyalty (Brodie et al., 2011).

There are theoretical and statistical justifications for intrinsic motivation and joy. In scope of experiential consumption, the expected joy derived from the product is the primary manifestation of intrinsic motivation.

By merging these overlapping items into single dimensions, we achieved a more basic model with better fit indices and internal consistency.

The factor with the highest explained variance is expected joy (25.173%), while the factor with the lowest explained variance is expected avoidance of expected anxiety (12.318%). This indicates that positive emotions and satisfaction towards the brand are more decisive compared to other factors in the dataset.

6.3. Correlation Analysis

According to Table 3, there is a high and positive relationship of 0.632 between escape from anxiety and anticipated joy. The relationship between external motivation and escape from anxiety is insignificant at 0.121, as is the relationship between external motivation and brand attitude at 0.119. There is a high and positive relationship of 0.371 between brand loyalty and escape from anxiety, and a high and positive relationship of 0.493 between anticipated joy and brand loyalty.

Table 3: Correlation Analysis Between Variables in the Second Study

Variable	<i>n</i>	<i>M</i>	<i>SD</i>	1	2	3	4
1. Anxiety	179	5.8641	1.35590	—			
2. Joy	179	5.9162	1.00944	0,632**	—		
3. Brand Attitude	179	6.3147	0,92390	0,572**	0,610**	—	
4. Brand Loyalty	179	5.2472	1,24380	0,371**	0,493**	0,452**	—

The Pearson Correlation Coefficient (*r*) classifies the relationship between two variables as follows: if it is between 0.00 and 0.25, the relationship is very weak; if it is between 0.26 and 0.49, the relationship is weak; if it is between 0.50 and 0.69, the relationship is moderate; if it is between 0.70 and 0.89, the relationship is high; and if it is between 0.90 and 1.00, the relationship is very high (Baş & Karaca, 2021). Examining the table, it can be seen that all dimensions have discriminant validity.

6.4. Reliability Analysis

The AVE needs to be 0.50 or greater to be considered acceptable (Gilanl & Erdoğan, 2022). All AVE values in the model are above 0.50.

Table 4: Reliability and Validity Results According to the Fornell-Larcker Criterion

	Cronbach's alpha	CR (rho_a)	CR (rho_c)	AVE	1	2	3	4
Anxiety	0.938	0.938	0.960	0.889	0.943			
Joy	0.936	0.939	0.949	0.726	0.634	0.852		
Brand Loyalty	0.839	0.878	0.889	0.667	0.396	0.538	0.817	
Brand Attitude	0.933	0.933	0.957	0.882	0.574	0.616	0.498	0.939

Cronbach's alpha coefficient (α) values are interpreted as follows: If α is between 0.00 and 0.40, it indicates that the scale is not reliable. If α is between 0.40 and 0.60, it signifies a low level of reliability. If α is between 0.60 and 0.80, it indicates that the scale is quite reliable. If α is between 0.80 and 1.00, it shows that the scale is highly reliable (George & Mallery, 2003).

6.5. Structural Analysis

Since this study utilizes PLS-SEM, model fit was assessed using SRMR and NFI. In Table 5, model fit results are shown.

Table 5: Model Fit

	Estimated model
SRMR	0.109
d_ ULS	1.826
d_ G	0.467
Chi-square	475.643

The SRMR value was found to be 0.109, indicating a good fit as it is below the threshold of 0.08 (Henseler, 2017).

6.5.1. Assessment of the Measurement Model

To assess Common Method Bias, the full collinearity VIF approach was used. All VIF values were lower than the threshold of 3.3, suggesting that common method bias is not a major concern in this study (Kock, 2015).

Table 6: Multicollinearity Analysis

	VIF
Anxiety->Brand Loyalty	1.840
Joy->Brand Loyalty	1.988
Brand Attitude->Anxiety	1.000
Brand Attitude->Joy	1.000
Brand Attitude->Brand Loyalty	1.772

To address potential multicollinearity, VIF values were examined. All inner VIF values ranged between 1.000 and 1.988, well below the conservative threshold of 3.3, confirming the absence of multicollinearity.

6.5.2. Assessment of the Structural Model

In table 7, structural analysis results are shown.

Table 7: Results Obtained from Structural Analysis

	Coefficient (O)	f ² (Effect Size)	R ²	t value	P
Anxiety -> Brand Loyalty	0.011	0.000 (None)	-	0.100	0.921
Joy -> Brand Loyalty	0.368	0.102 (Small)	-	3.506	0.000
Brand Attitude -> Anxiety	0.574	0.492 (Large)	0.330	8.067	0.000
Brand Attitude -> Joy	0.616	0.612 (Large)	0.380	8.287	0.000
Brand Attitude -> Brand Loyalty	0.498	0.059 (Small)	0.337	2.978	0.003

Based on the structural model analysis, brand Attitude was found to have a significant and substantial impact on both expected joy ($f^2 = 0.612$, $p = 0.000$) and avoidance of expected anxiety ($f^2 = 0.492$, $p = 0.000$), with the model explaining 38% of the variance ($R^2 = 0.380$) for each of these endogenous constructs. Furthermore, brand attitude maintained a strong significant relationship with brand loyalty ($p = .003$, $f^2 = 0.059$). Regarding the drivers of loyalty, Expected Joy exerted a significant effect on brand loyalty ($p < .001$, $f^2 = 0.102$), whereas the relationship between Avoidance of expected anxiety and brand loyalty was found to be statistically insignificant ($\beta \approx 0$, $p = 0.921$, $f^2 = 0.000$). Overall, the predictors of Brand Loyalty accounted for 33.4% of its variance ($R^2 = 0.334$), which, according to Hair et al. (2019), represents a moderate level of explanatory power within the structural model.

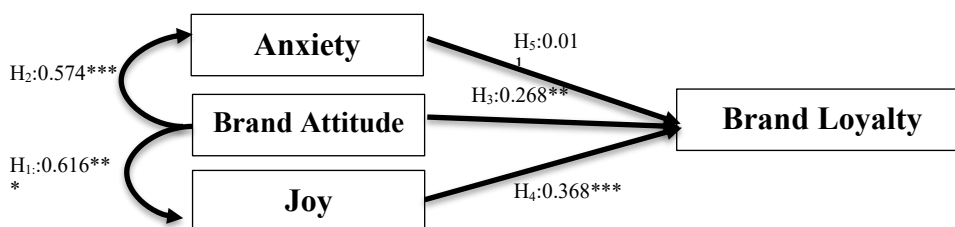


Figure 1: Structural Analysis Model Results

*** $p < 0.000$, ** $p < 0.05$

In Figure 1, the results of the avoidance of expected anxiety in the structural analysis model are more clearly visible, and these results (0.011) indicate that the avoidance of expected anxiety variable has a statistically insignificant effect on brand loyalty.

6.6. Differences Between Countries

Structural analysis will be used to examine the interactions among participants from Saudi Arabia, Turkey, and Mauritania. This analysis will help understand how participants from different cultural and geographical contexts differ under these three factors.

For Saudi Arabia results, there is no statistically significant relationship between avoidance of Anxiety and Brand Loyalty; the p-value is high at 0.810. Additionally, there is no statistically significant relationship between Brand Attitude and Brand Loyalty; the p-value is high at 0.117. However, there is a statistically significant relationship between Expected Joy and Brand Loyalty; the p-value is low at 0.001. Finally, there are statistically significant relationships between Brand Attitude and Expected Anxiety, and between Brand Attitude and Expected Joy; the p-values for both cases are low at 0.000.

For Turkey, there is no statistically significant relationship between avoidance of Anxiety and Brand Loyalty; the p-value is high at 0.762. Additionally, no statistically significant relationship has been found between Expected Joy and Brand Loyalty; the p-value is high at

0.255. Furthermore, there is no statistically significant relationship between Brand Attitude and Brand Loyalty; the p-value is high at 0.705. Finally, statistically significant relationships have been detected between Brand Attitude and Expected Anxiety, as well as between Brand Attitude and Expected Joy; for both cases, the p-value is low at 0.000.

The results for Turkey indicate that there is no statistically significant relationship between avoidance Anxiety and Brand Loyalty. Similarly, there is no statistically significant relationship between Expected Joy and Brand Loyalty. There is also no statistically significant relationship between Brand Attitude and Brand Loyalty. However, there are statistically significant relationships between Brand Attitude and Expected Anxiety, as well as between Brand Attitude and Expected Joy.

For Mauritania results, there is no statistically significant relationship between Expected Anxiety and Brand Loyalty; the p-value is high at 0.209. Similarly, there is no statistically significant relationship between Expected Joy and Brand Loyalty; the p-value is high at 0.666. However, a statistically significant relationship has been found between Brand Attitude and Expected Anxiety, as well as Expected Joy; the p-value is low at 0.000 for both cases. Finally, a statistically significant relationship has been found between Brand Attitude and Brand Loyalty; the p-value is low at 0.001.

For Mauritania, there is no statistically significant relationship between Expected Anxiety and Brand Loyalty. Similarly, no statistically significant relationship has been found between Expected Joy and Brand Loyalty. However, statistically significant relationships have been identified between Brand Attitude and both Expected Anxiety and Expected Joy. Lastly, a statistically significant relationship has been found between Brand Attitude and Brand Loyalty.

Structural Analysis Multiple Group Analysis Results show statistically significant differences between groups for all three independent variables. The analysis was conducted on participants from Saudi Arabia, Turkey, and Mauritania.

There is no statistically significant difference between participants from Turkey and Mauritania. However, despite this general finding, the results from Saudi Arabia reveal a strong and significant relationship between Expected Joy and Brand Loyalty ($p=0.001$). The results from Turkey and Mauritania, on the other hand, show no significant relationship between Expected Anxiety, Expected Joy, and Brand Loyalty. The salient significance of expected joy in the Saudi context, as opposed to Turkey and Mauritania, can be interpreted through the lens of cultural value orientations. Saudi consumers may exhibit higher sensitivity to emotional rewards in luxury consumption. It is a proper finding that aligns with the specific socio-cultural dynamics of the Gulf market.

In all three countries, there were strong and significant relationships between Brand Attitude and Expected Anxiety and Expected Joy (for both situations, $p=0.000$). The results for 'Mauritania' indicate a strong and significant relationship between Brand Attitude and Brand Loyalty as well ($p=0.001$).

6.7. Differences Between Groups

In structural analysis, using multiple group analysis, interactions between brand preferences among participants who prefer the "Mercedes-Benz A220" and the "Dodge Charger 1970" models will be examined.

Table 8: Structural Analysis of Multiple Group Analysis Results for "MERCEDES-BENZ A220"

	Coefficient (O)	Average (M)	SD	t value	P
Anxiety -> Brand Loyalty	0.059	0.061	0.117	0.502	0.616
Joy -> Brand Loyalty	0.273	0.262	0.148	1.843	0.066
Brand Attitude -> Anxiety	0.414	0.422	0.100	4.131	0.000
Brand Attitude -> Joy	0.594	0.590	0.095	6.262	0.000
Brand Attitude -> Brand Loyalty	0.290	0.293	0.115	2.522	0.012

In Table 8, the structural analysis for "Mercedes-Benz A220" based on the results of the multiple group analysis shows that the effect of expected anxiety on brand loyalty is not statistically significant ($p=0.616$). The effect of expected joy on brand loyalty is statistically insignificant ($p=0.066$). The effect of brand attitude on expected anxiety is strong and statistically significant ($p=0.000$). The effect of brand attitude on expected joy is very strong and statistically significant ($p=0.000$). The effect of brand attitude on brand loyalty is moderate and statistically significant ($p=0.012$). The significance of the path coefficients was assessed using the bootstrapping procedure, and results were evaluated at a significance level of 1% ($p < 0.01$), which indicates a robust statistical significance (Hair et al., 2017).

Table 9: Structural Analysis of Multi-Group Analysis "DODGE CHARGER 1970" Results

	Coefficient (O)	Average (M)	SD	t value	P
Anxiety -> Brand Loyalty	-0.037	-0.039	0.144	0.257	0.797
Joy -> Brand Loyalty	0.464	0.433	0.165	2.818	0.005
Brand Attitude -> Anxiety	0.731	0.738	0.093	7.822	0.000
Brand Attitude -> Joy	0.644	0.665	0.108	5.980	0.000
Brand Attitude -> Brand Loyalty	0.277	0.320	0.163	1.695	0.090

In the structural analysis of "Dodge Charger 1970" in Table 9, according to the multi-group analysis results, although the effect of expected anxiety on brand loyalty is negative, it is not statistically significant ($p=0.797$). The effect of expected joy on brand loyalty is strong and statistically significant ($p=0.005$). The effect of brand attitude on expected anxiety is very strong and statistically significant ($p=0.000$). The effect of brand attitude on expected joy is very strong and statistically significant ($p=0.000$). The effect of brand attitude on brand loyalty is statistically insignificant ($p=0.090$).

For both groups, it has been observed that the expected anxiety and expected joy of brand attitude have significant effects on brand loyalty; however, the effect of avoiding expected anxiety is not significant. The effect of expected joy has a significant and positive impact on brand loyalty for the "Dodge Charger 1970" model.

7. Discussion

Cross-cultural differences in luxury consumption are significant in many aspects. Luxury is expensive in some cultures, while in others it's about self-indulgence in satisfying ways, or in still others it's about complex activities and product usage that, despite being tiring and stressful, can be quite common. For example, in mainstream popular culture, luxury products might bring to mind expensive perfumes and handbags, while for those who choose a simpler lifestyle, it might be rare classic car models. This research identifies expected enthusiasm, anxiety avoidance, and brand attitude as drivers of brand loyalty in the context of luxury products across

different cultures. This study investigated the dynamics of luxury brand consumption among high-income consumers in Turkey and Saudi Arabia, focusing primarily on the influence of brand attitude, attachment, and motivational factors on brand loyalty. The participants' income level, with the majority reporting \$2,666 or above, confirmed the target group's high salaries, which makes them suitable consumers for luxury and prestigious brands.

Brand attitude can be defined as a consumer's overall evaluation towards a brand. Consumers' attitude is influenced by various factors such as personal experiences with the brand, the brand's marketing promotions, or the brand's image. On the other hand, brand loyalty is defined as a consumer's tendency to repurchase a particular brand and patronize it over equivalent brands. Brand loyalty is essential because it ensures long-term customer relationships and a steady stream of revenue. Luxury brands, due to their high value, lead customers to seek more intense relationships. Therefore, the reason for choosing a luxury product intensifies brand loyalty. In this respect, consumer attitudes are a crucial milestone on the path to loyalty for luxury product brands. Customer loyalty to luxury brands will create high financial value.

Brand attachment is defined as a consumer's tendency to prefer a specific brand and make this preference continuous. In contrast, brand loyalty is considered a deeper and more enduring form of this attachment. However, results obtained from factor analysis suggest that these two concepts may not always be clearly defined in practice. Some dimensions under brand commitment are combined under the dimension of brand loyalty. This conclusion is considered to have arisen because expressions of brand commitment contain meanings close to those of brand loyalty. On the other hand, it is expected that brand attachment will positively influence brand loyalty. This is because brand loyalty is formed through good customer relationships. Brands that can meet their customers' expectations pave the way for loyalty. This finding is also coherent with other studies in the literature. As a sample, Erdoğan (2023) found that brand attitude has an effect on brand loyalty. Erdoğan (2023)'s study, conducted across different demographic segments and sectors, confirms the strong impact of brand attitude on brand loyalty in various groups.

The findings offer significant implications for marketing strategies. Branding strategies positively influence brand attitudes to strengthen consumer relationships and loyalty. For example, attractive advertising campaigns, premium quality products, customer loyalty programs and public relations efforts that positively shape the brand image have the potential to improve brand attitudes.

Avoidance of expected anxiety is the tendency of consumers to choose what they perceive as a safe haven in situations of uncertainty. Brand loyalty protects consumers from uncertainty when making choices. In this study, the avoidance of expected anxiety factor does not lead to loyalty in any way in luxury brands. These results may not be consistent with findings in the literature. For example, a study by Proksch et al. (2015) found that avoidance of anticipated anxiety plays a positive mediating role in brand loyalty. This finding presents a view contrary to the result of Hypothesis five. In this case, it is possible to speculate on the reasons for these contradictory findings. The reason of this result, it can be listed as follows, using factors with different methodologies, the examination of different sample groups, and cultural conditions could be the source of these contradictions.

In different studies there are various results for the impact of expected anxiety on brand loyalty reflect the complexity and dynamic nature of this concept. Especially, considering that

consumer behaviors are shaped in an evolving environment, the emotional dimensions' roles in brand loyalty can also change over time. Therefore, it is crucial for brands to continuously conduct market research to understand consumer emotions and expectations and to update their strategies accordingly.

When it comes to the expected joy factor, this emotion enables consumers to have positive experiences with brands and to desire the repetition of these experiences. Expected joy can lead consumers to have positive expectations about using a particular brand, which can increase brand loyalty. Customer satisfaction is perhaps one of the most influential factors affecting brand loyalty. The satisfaction felt from a brand, often described as enjoyment or enthusiasm, naturally has a significant impact on brand loyalty. Similar findings are supported in the literature. For example, a study by Proksch et al. (2015) found that anticipated joy plays a positive mediating role in brand attitude. This indicates that, in understanding the effect of anticipated joy on brand loyalty, brand attitude should also be taken into account.

On the other hand, the finding that this dimension is particularly influential in Saudi Arabia is worth examining. This suggests that luxury brand loyalty is a significant determinant of enjoyment in that country. From an academic perspective, the question of how luxury brand loyalty can differ across cultures is worth researching. Furthermore, whether these factors are linked to cultural context is another separate question. In conclusion, this study confirms the foundational importance of positive brand attitude in driving brand loyalty within the high-income luxury segment.

8. Conclusion

Four of the five hypotheses put forward were accepted. Hypothesis one, that brand attitude positively affects enjoyment, was accepted. Hypothesis two, that brand attitude positively affects anxiety, was accepted. Hypothesis three, that brand attitude positively affects brand loyalty, was accepted. Hypothesis four, that enjoyment positively affects brand loyalty, was accepted. Hypothesis five, that anxiety positively affects brand loyalty, was not accepted.

The results of the structural analysis indicate that the effect of expected joy on brand loyalty is statistically significant. This suggests that the effect of expected joy on brand loyalty is strong enough to be considered non-negligible. This finding highlights the complexity of the relationship between brand loyalty and expected joy and demonstrates the important role that anticipated joy plays in the formation of brand loyalty. The hypothesis three suggests that brand attitude has a positive effect on brand loyalty. The statistical analysis results indicate that hypothesis three is statistically significant. Namely, when consumers' positive attitudes toward a brand increase, their loyalty to that brand also increases.

Despite the insights provided by this study, several limitations must be acknowledged, which also offer directions for future research. The current study utilized a sample of 179 respondents. While this provided sufficient data for preliminary analysis, it falls slightly below the threshold of 200 cases often recommended for robust Structural Equation Modeling (SEM), particularly in complex models involving multiple latent variables and mediation effects (Hair et al., 2014). Consequently, the statistical power of the model may be limited, and future studies should aim for larger sample sizes to validate these findings.

Another limitation of the research is imbalance in gender distribution with male participants accounting for 77.1% of the sample. Given that the literature emphasizes distinct gender differences in luxury consumption behaviors, the findings may not be fully generalizable to female consumers. Future research should strive for a more balanced gender distribution to enhance the representativeness of the results. In addition, future research needs to develop scales for brand attachment and loyalty in diverse cultural, should explore situational and cultural effects that cause motivation for different markets are crucial to understanding luxury brand loyalty.

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