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Moderating Effect of Self-Brand Congruity on Purchase Intention of Luxury Brands

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ABSTRACT

This study examines moderating effect of self-brand congruity on purchase intention of luxury brands. A cumulative approach to analyze purchase intention of luxury brands is presented by combining the behavioral aspects of consumers and personality of the brand. The driving forces that lead to a brand purchase are very important. The question arises that what are the drivers of the luxury brand purchase intention considering the fact that in many cases the same benefits can be acquired from an ordinary brand. Certainly, the functional benefits are the same but there might be some drivers or attitudes that derive luxury brands purchase. This paper identifies those factors (self-expression attitude and self-presentation attitude) and empirically investigates their relationship with consumer's purchase intention of luxury brands. This study also examines mediating role of affective attitude in relationship between social function attitudes and purchase intentions towards luxury brands. Data is collected from 400 customers living in Lahore and Gujranwala cities, Pakistan. Multiple regression is employed to test relationship between social function attitudes and purchase intention. Bootstrapping method has been used to check the mediation and moderation. Findings show that social function attitude (self-expression & self-presentation attitude) positively influence the purchase intentions towards luxury brand. Moreover, findings confirm mediating role of affective attitude and moderating role of self-brand congruity. This shows that brand personality is very important factor in brand positioning specially for luxury brands where symbolic benefits are far more important than functional benefits.

Introduction

Luxury consumption has transformed significantly over the years as consumers want items to offer utilitarian, symbolic, experiential, emotional and identity enhancing value. Luxury brands are especially unique due to their association with exclusiveness, prestige, social recognition, uniqueness, and communicating aspects of the consumer's identity. The study findings are in line with previous research, which showed that the personality congruence between a luxury brand and the consumer could influence positive evaluations, emotional bonding, and purchase outcomes positively (Balabanis & Karpova, 2025); furthermore,

the distinctiveness and luxury brand personality of the brands were shown as significant factors in consumer responses. Therefore, the psychological and social meaning associated with the luxury brands is to be considered rather than only the functional attributes in understanding luxury purchase intention.

The importance of luxury consumption has also grown in emerging economies, due to the high rate of lifestyle change, rising consumer expectations, digital access, and access to international brands, which are influencing consumers' involvement with luxury products. The evidence from the emerging market research, shows that self-congruity, hedonic motivation, social motivation, and brand related commitment can be factors affecting the luxury apparel purchase intentions (Aggarwal et al., 2025). Likewise, the studies carried out in Pakistan show that the attitudes and perceptions of consumers about the luxury shopping experience (such as perceived ease of use, perceived risk, brand awareness, perceived enjoyment, price consciousness, and online atmospheric cues) affect their luxury purchase intention (Majeed et al., 2024).

The growths highlight that there is a need to look beyond the economic explanations for luxury consumption in emerging markets. Most consumers like brands that are congruent with their needs, values, aspirations, and self-concepts. Brand personality is the human traits attributed to a brand, offering a significant symbolic grounding that consumers use to interpret and assess brands. Consumers' perception of the brand's similarity of characteristics to their personality or self-image can increase positive brand responses. The argument is supported by contemporary research as well; brand personality self-congruity has been linked to consumer engagement and purchasing decisions, especially if consumers do not feel that there is much of a difference between themselves and the brand personality (Bargoni et al., 2024).

The luxury context is particularly relevant as luxury brands are often used for identity construction and social communication, and are highly symbolic. The question thus arises why consumers would want to buy luxury brands when many of functional benefits provided by normal brands can be bought for much less? The functional utility is probably not the only answer and will be coupled with psychological and social motives. Luxury brands can be exploited by consumers to create a sense of uniqueness, social status, build or reinforce a desired identity, and evoke positive feelings of prestige and self-enhancement. The significance of self-congruity and social as well as intrinsic motives in the study of luxury purchase intention has been supported by recent studies on luxury apparel in emerging economies (Aggarwal et al., 2025). Similarly, recent studies conducted by the luxury brand have shown that luxury brand personality – consumer personality congruence can influence the emotional attachment, attitude and purchase intention of consumers (Balabanis & Karpova, 2025).

In this context, the attitudes of self-expression and self-presentation can explain the intention to buy luxury products. The concept of self-expression refers to the degree to which consumers use consumption to express their individuality, values, and identity, while the concept of self-presentation is related to the consumers' desire to control how they are perceived by others. The social functions of these are especially relevant in the context of luxury consumption as luxury brands can be seen as a symbol of status, distinction and identity. The positive emotions that arise when meeting these social and identity motives can generate additional purchase intention via affective responses. Recent research also indicates that emotional and self-related mechanisms persist to remain as important facets of consumer–luxury brand relationships; for instance, in recent luxury-brand studies, self-brand congruence has been shown to be connected with emotional brand attachment and the ensuing patronage behaviour (Haddad, 2026).

Though, there is a significant amount of research studying luxury consumption, there is a great potential for incorporating consumers' social-function attitudes, affective responses, brand personality, and self-brand congruity into one explanatory model, especially in the Pakistani context. Although the concept of luxury purchase intention has been explored by existing studies in Pakistan in recent years, the effects of self-related motives and social-function motives are comparatively less explored, particularly in online context (Majeed et al., 2024). Thus, the present study proposes an integrated model based on the self-presentation and self-expression attitude and affective attitude and self-brand congruity on luxury purchase intention. In particular, it investigates the relationships between self-presentation and self-expression attitudes and purchase intention, the mediating role of affective attitude, and the effect of self-brand congruity on the relationship between affective attitude and purchase intention. This study builds on the previous studies by integrating the concept of behavioral motives with that of brand-personality congruence, in the context of luxury consumption in Pakistan.

Literature Review and Hypotheses Formulation

The advantages that consumers can gain from a specific brand can be generally summarized in 3 functional attributes, experiential attributes and symbolic attributes. Functional attributes are the attributes which relate to the usefulness and problem-solving ability of a product, experiential attributes are those which result from the feelings and experiences during product use, and symbolic

attributes are those which help consumers communicate meaning of their identity, social position, and other self-related meanings (Park, Jaworski, & MacInnis, 1986). While these basic differences are still valid, modern luxury studies focus on luxury consumption in terms of symbolic, experiential, emotional, and identity value. A recent study shows that when luxury consumers feel congruent with the luxury brand, functional, individual, and social values stemming from luxury experiences can lead to deeper consumer–brand relationships and greater behavioral intentions (Lu & Ahn, 2024). So, luxury brand value is not just about the product offering but also the meanings consumers ascribe to the brand.

The symbolic attributes are especially significant because they enable consumers to convey a particular aspect of their identity and create an image of themselves, they wish others to convey. Consumers can, therefore, choose brands that have symbolic content that aligns with their values, aspirations, and social identity. This argument is particularly apt in the context of luxury consumption where luxury products are conspicuous and can serve as a sign of distinction, prestige and individuality. Recent studies have found that luxury consumption is still tightly linked to motives relating to the self. For instance, Sun, Guo, and Qian (2024) concluded that self-presentation motivation is a key determinant of luxury consumption, especially in the case of luxury products with appearance-related features.

Likewise, the studies on the luxury consumption of social media also suggest that self-presentational motives are inferred more from luxury consumption than non-luxury consumption (Wang, Liu, Liu & Dai, 2024). The results of this study lend contemporary support to the assertion that luxury consumption may have important social and identity-related functions. Therefore, the attitude of self-expression and self-presentation is deemed as two key ones by which consumers could form purchase intentions towards luxury brands. Self-expression involves communicating through consumption of one's individuality, values and identity, while self-presentation involves managing one's image and trying to project a positive impression in social contexts. These uses are especially appropriate for luxury brands, given that they are exclusive and can be used to create symbolic visibility and thus communicate desirable identities and social positions for consumers. Recent findings suggest that self-presentation motivation can directly influence luxury consumption (Sun et al., 2024), and that others' interpretations of consumers' luxury consumption are based on consumers' underlying self-presentational motives (Wang et al., 2024). Therefore, the social-function approach to self-expression and self-presentation is still very relevant to self-expression today in the context of luxury consumption.

Recent studies, however, indicate that luxury consumption can be driven not only by external status seeking. Jung et al. (2024) identified that genuine passion toward luxury can be perceived as more authentic as observers perceive the basis of consumption as being more intrinsic than status. This distinction is significant as it implies that luxury consumption can both be for the purposes of self-presentation and for self-expression, depending on whether the consumers' luxury consumption aims at shaping the way in which others perceive them or at asserting their identity and intrinsic preferences.

These motives may thus be more or less salient to consumers. For some, individuality and distinctiveness may be more important, creating a stronger self-expression motive, while for others, social image, status and impression management may be more important, creating a stronger self-presentation motive. This multi-dimensional approach to luxury consumption is supported by recent studies which reveal that the psychological and social motivations co-exist and can't be separated from each other (Majeed et al., 2024; Aggarwal et al., 2025). In the Pakistani context, Majeed et al. (2024) reported that perceived ease of use, perceived enjoyment, and price consciousness were important factors driving the online luxury purchase intention, with brand awareness, perceived risk, and web atmospherics also playing a role in shaping consumers' purchase responses. This offers empirical evidence of the existing influence of utilitarian, experiential, psychological and brand related factors that influence the purchase intention of luxury items in Pakistan.

Affective attitude is another important mechanism in this social and identity-related motivations-purchase intention relationship. Affect is the consumers' positive or negative emotional reactions to a product or brand; positive emotional reactions can lead to higher levels of behavioral intentions. Emotional mechanisms in consumer–brand relationships are a key element in the contemporary luxury research. For instance, Balabanis and Karpova (2025) show that luxury brand personality affects consumers' reactions via personality congruence, distinctiveness, and evaluative properties, and that personality congruent luxury brand personalities lead to more positive emotional and behavioral reactions. Likewise, recent studies have revealed that self-brand congruity can enhance emotional brand attachment, thereby impacting consumers' patronage behavior towards the original luxury brands (Haddad, 2026). The results offer greater contemporary evidence that affective responses can be a crucial path through which consumers' social and self-related motives can be translated into intentions to purchase luxury products.

Thus, self-expression and self-presentation are expected to improve the affective attitude and this, in turn, is expected to affect purchase intention. Consumers may feel good pleasure, feel good about themselves, feel achievement, feel prestige, or feel like a better person when they are succeeding in expressing their desired identity and/or presenting a positive image to others via a

luxury brand. Such positive emotional reactions can then reinforce their buying intent for the brand. The link is also supported by the existing evidence which indicates that consumers are more positive when the personality of the luxury brand is aligned with their personality and self-concept (Balabanis & Karpova 2025).

Consumers rely on brand images to satisfy these needs relating to social and identity, and brand personality plays a key role in facilitating these needs. Aaker (1997) defined the brand personality as a collection of human characteristics that are linked to a brand. Although the Aaker (1997) model is an integral part of the discussion, recent studies have shown that luxury brand characteristics are unique and could be captured by a generic brand personality measure. Balabanis, et al. (2025) created a luxury brand personality scale, consisting of six brand personality dimensions: vibrancy, constancy, haughtiness, elegance, demureness, and femininity, and showed that luxury brand personality influences consumer responses through its personality congruence, distinctiveness, and evaluative aspects. Their results are especially important for the current study as they offer current evidence that the match between consumer personality and luxury brand personality can have an impact on purchase-related outcomes.

Recent research on luxury brands confirms the significance of the congruity between self-brand. Choi and Min (2025) concluded that luxury brand prestige affects the relationship between self-congruity and consumer responses, and that the luxury brand must be presented to the consumers so that they can fit in with their self-concept. Haddad (2026) also provides further empirical evidence that the different aspects of congruity self-brand—actual, social and ideal-social—can contribute to emotional brand relationship and in turn, affect brand patronage toward original luxury brands. Therefore, the current literature supports the study of the consumers' perception of a match between their self-image and the personality of a luxury brand.

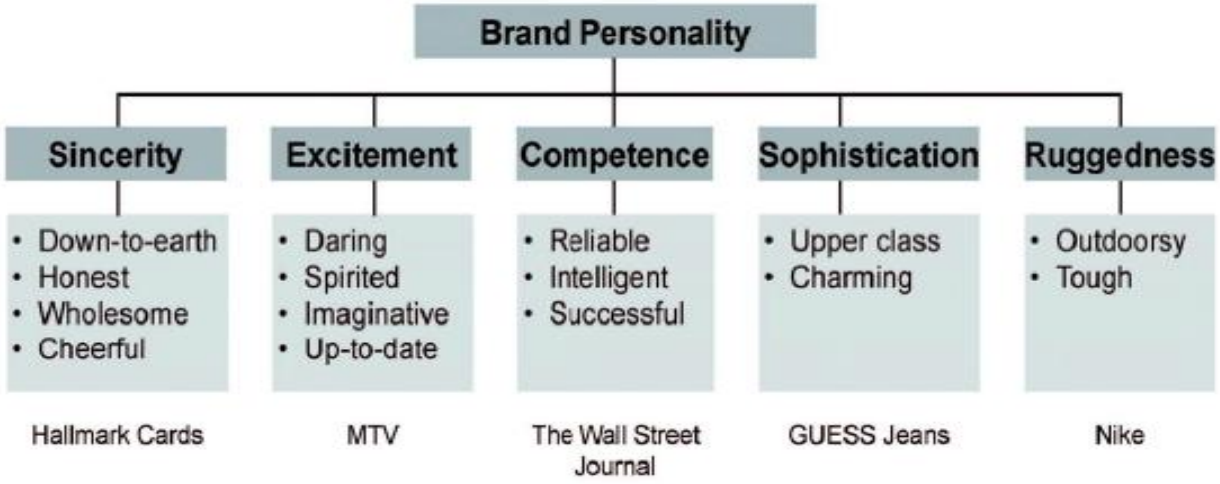


Figure 1: Brand Personality Dimensions by Aaker (1997)

In Fig. 1 different brands are associated with different personalities like Nike is referred to as tough and outdoorsy MTV belongs to the Excitement dimension, Hallmark cards are ranked on sincerity dimension and lastly GUESS jeans is ranked on sophistication.

Brand personality plays an important role in shaping consumer perceptions, brand preferences, and purchasing decisions. Recent research demonstrates that the alignment between a brand's personality and consumers' self-concept can strengthen consumer–brand relationships and influence purchase behaviour (Donvito et al., 2020; Bargoni et al., 2024). Consumers may be particularly attracted to luxury brands when their symbolic characteristics reflect their personal identity, desired self-image, and social aspirations (Xi et al., 2022).

Self-brand congruity refers to the perceived similarity between a consumer's self-concept and a brand's perceived personality or image. Recent empirical evidence suggests that personality congruity can influence consumer engagement, brand attachment, and purchase intention, although these relationships may vary according to the consumption context and consumer characteristics (Donvito et al., 2020; Bargoni et al., 2024). Therefore, when consumers perceive a brand as consistent with their actual or ideal self-image, they may develop more favourable brand evaluations and stronger intentions to purchase its products.

Theoretical Framework

This study draws on functional theories of attitudes, which explain how attitudes serve psychological purposes, including self-expression, identity formation, and social approval. In luxury consumption, these functions may influence consumers' evaluations of luxury brands and their intentions to purchase products that communicate personal identity and social status. Contemporary research on luxury consumption highlights the importance of psychological motivations, symbolic value, and identity-related factors in shaping consumers' purchase intentions (Bharti et al., 2022; Xi et al., 2022). These perspectives can be integrated with the Theory of Reasoned Action, which proposes that behavioural intentions are influenced by attitudes towards the behaviour and subjective norms. Accordingly, favourable attitudes towards purchasing luxury products may strengthen purchase intentions, although the relationship also depends on relevant social influences (Ajzen, 2020).

In addition to these attitudinal factors, self-brand congruity may influence consumers' intentions to purchase luxury brands. Self-congruity theory explains how consumers evaluate the correspondence between their self-concept and the image or personality associated with a brand. This correspondence can involve actual self-image, ideal self-image, social self-image, and ideal social self-image. When consumers perceive a luxury brand as consistent with their identity or the person they aspire to become, they may develop stronger psychological connections with the brand and more favourable purchase intentions. Recent research on luxury brand attachment and personality congruity supports the relevance of this relationship in luxury consumption (Donvito et al., 2020; Bargoni et al., 2024). Furthermore, research on luxury brand identity indicates that consumers' perceived value and identity-related motivations are important for understanding their responses to luxury brands (Xi et al., 2022). Therefore, self-brand congruity is a relevant explanatory construct for examining how self-expression, self-presentation, and consumers' perceptions of brand identity contribute to luxury purchase intention.

This shows that if there is similarity (congruence) between individual's personality and brand personality then there would be higher likelihood that the individual would purchase the brand. This study examines the relationship between self-presentation and self-expression attitude and consumer's purchase intention. It also investigates the moderating role of self-brand congruity in affecting purchase intentions of luxury brands as depicted in the conceptual model in Fig. 2.

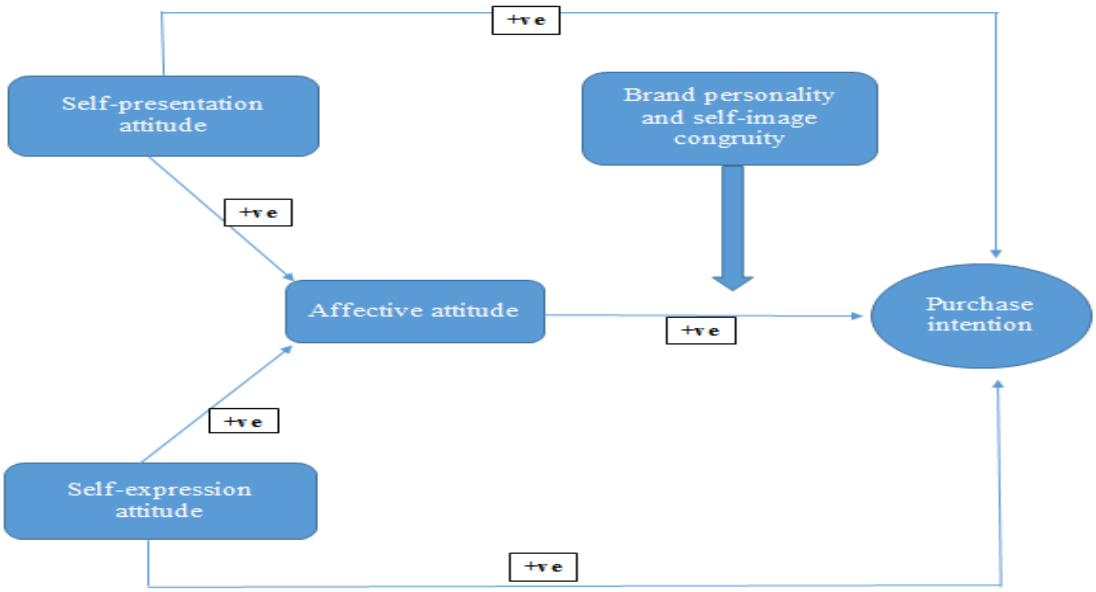


Figure 2: Conceptual Model

Hypotheses:

For some consumers their self-image is more important than internal instincts they prefer luxury items just to enhance their prestige and higher social class image (Nueno & Quelch, 1998; Shavitt, Lowrey, & Han, 1992; Wilcox et al., 2009) these individuals exhibit self-presentation attitude which influences purchase intention of a luxury brand (Park et al., 2008).

H1: *Greater the self-presentation attitude towards a luxury brand, greater would-be consumer purchase intention.*

According to theory of reasoned action, attitude predicts the intentions regarding a particular behavior (Fishbein & Ajzen, 1975). In the light of this self-expression attitude and self-presentation attitude influence purchase intentions towards a luxury brand (Wilcox et al. 2009). Self-expression is concerned with inherent values and instincts and the person who shows a self-expression attitude would buy luxury brand irrespective of the fact that same benefits can be obtained from an ordinary brand (Wilcox et al., 2009). Depending upon this argument the following hypothesis is developed. Recent research supports the importance of self-expression in luxury consumption.

H2: *Greater the self-expression attitude towards a luxury brand, greater would be the purchase intention.*

Affective attitude refers to the feelings and emotional evaluations associated with a brand. Consumers may develop positive emotions towards luxury brands when those brands fulfil their needs for social recognition, personal expression, and identity affirmation. Earlier research established the importance of emotional and symbolic benefits in consumer evaluations (Snyder & De Bono, 1985; Vigneron & Johnson, 2004). More recent research reinforces the importance of identity-related and emotional processes in luxury consumption. For example, research integrating the Theory of Reasoned Action, identity theory, social identity theory, and the effect–behaviour–cognition model found that self-identity predicted affect-based attitudes among young luxury-fashion consumers. These affective and cognitive evaluations subsequently contributed to brand attractiveness and purchase intention.

Research on luxury consumption in democratized markets has also identified experiential and symbolic value dimensions as important aspects of consumers' relationships with luxury brands.

On this basis, self-presentation and self-expression attitudes are expected to contribute to more favourable affective evaluations of a luxury brand.

H3: *Self-presentation attitude has positive effect on affective attitude.*

H4: *Self-expression attitude has a positive effect on affective attitude*

Positive emotional evaluations can strengthen consumers' willingness to purchase a brand. When consumers associate a luxury brand with enjoyment, satisfaction, and desirable emotional experiences, they may develop stronger purchase intentions. Prior research has established the relevance of affective evaluations to consumer decision-making (Batra & Homer, 2004; Sweeney & Soutar, 2001).

Recent evidence from Pakistan indicates that perceived enjoyment can positively influence online luxury purchase intention and that attitude plays an important role in the relationship between product knowledge and purchase intention (Majeed et al., 2024). Similarly, research on young luxury-fashion consumers found that affect-based attitudes contributed to brand attractiveness, which positively influenced purchase intention. Therefore, consumers who develop more favourable emotional evaluations of a luxury brand are expected to demonstrate stronger intentions to purchase it.

H5: *Affective attitude towards a luxury brand will positively influence purchase intention of that brand.*

Self-brand congruity refers to the perceived match between a brand's image and a consumer's self-concept, including the actual self and the ideal self. Consumers are more likely to favour brands that reflect how they see themselves or how they aspire to be perceived (Aaker, 1997; Sirgy, 1982).

Recent research continues to demonstrate the relevance of self-congruity in luxury consumption. Aw et al. (2021) examined self-congruity as a mechanism linking brand prominence with luxury purchase intention. In addition, research on masstige consumption in Pakistan found that actual and ideal self-concepts were relevant to consumer value perceptions and attitudes (Shah & Shah, 2025).

The present study proposes that self-brand congruity may influence the strength of the relationship between affective attitude and purchase intention. When consumers perceive a strong match between their self-concept and a luxury brand's image, favourable feelings towards the brand may translate more readily into purchase intention. Conversely, when congruity is low, positive affect may be less effective in generating purchase intention.

H6: *Self-brand congruity will moderate relationship between affective attitude towards a brand and its purchase intention.*

Methodology

Research Design and Sample

Population of the study is consumers of luxury brands. A quantitative research method is used for the study. Results are derived applying statistical methods under quantitative technique to prove results and relations (Akhtar & Butt, 2022; Ishaq et al., 2025). Data is collected from different methods i.e. through personally administered survey, mail survey and through internet as well. About 400 questionnaires were distributed among the population of Lahore and Gujranwala cities of Pakistan. Out of 400 questionnaires 368 questionnaires were complete in all aspect and are used for data analysis. Responses are measured using a five-point Likert scale ranging from "strongly agree" to "strongly disagree" to measure responses for questions about self-presentation attitude, self-expressive attitude and affective attitude. For measuring responses about personality of the brand and self-image of the consumer responses are measured on a five-point Likert scale ranging from not at all descriptive to extremely descriptive. For purpose of the study two brands of fashion luxury products are selected that were supported by literature. First brand was Nike and the second one was Louis Vuitton. These two luxury fashion brands were used because their personalities are opposite to each other Nike is considered as rough and outdoorsy while Louis Vuitton is considered as elegant and classy. It is assumed that consumers who consider themselves as rough and outdoorsy would consider buying Nike and rest would prefer Louis Vuitton. Among the participants, 46.5% were males and 53.5% were females. Age statistics of the sample are as follows:

Table 1: Age of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
below 20	48	13.0	13.0	13.0
20-30	289	78.5	78.5	91.6
30-40	21	5.7	5.7	97.3
40-50	10	2.7	2.7	100.0
Total	368	100.0	100.0	

It can be seen from the statistics that most of the participants about 78.5% were from the age group 20 to 30 year old.

Construct Measures:

Lennox and Wolfe's (1984) revised self-monitoring scale was adapted to measure self-presentation attitude. This scale was used as it shows good reliability and validity. For measuring self-expression attitude, Wilcox et al.'s (2009) scale was adapted that was originally used to measure social-adjustive attitudes and value-adaptive attitudes. Emotional value scale given by (Sweeney & Soutar, 2001) used to measure affective attitude, purchase intention was measured using (Dodds, Monroe, & Grewal's, 1991) scale.

Brand personality was measured using (Aaker's, 1997) scale of personality dimension given in Fig.1. The same scale was used to measure self-image of the consumers. Respondents were asked to imagine about their preferred brand as a human and then rate the brand on the 15 personality dimensions of Aaker's scale. Then they were asked to rate their self-image according to them i.e. what they think about themselves on the same scale. After that self-brand congruity is measured using Absolute difference model presented by (Sirgy, 1982). The formula is as follows

$$\sum_{i=1}^{n} = (P_{ij} - S_{ij})$$

where S_{ij} = self-image ($_i$) of individual ($_j$)

P_{ij} = brand image perception ($_i$) of individual ($_j$)

Figure 3: Absolute Difference Model (Sirgy, 1982)

Greater the distance between brand and consumer's image, there would be less congruity between brand and the consumer and if there is lower score on this scale this shows more congruity between respondent's image and brand personality. The values of d-score were ranging from -2.73 to 1.27 with a mean of -0.1404.

Data Analysis and Results

The model measuring moderating effect of self-brand congruity consists of one dependent variable purchase intention and two independent variables that are self-presentation attitude, self-expression attitude, and one mediating variable that is affective attitude. Data is analyzed through Multiple linear regression and bootstrapping. SPSS 22 is the statistical software that is used to analyze data. Following tables show the results of descriptive statistics.

Table 2: Descriptive Statistics

	Category	Frequency	Percentage	Mean	S.D
Gender	Male	298	73.8		
	Female	106	26.2	1.3	0.44
Age	20-25	364	90.1		
	26-30	37	9.2	1.108	0.34
	31-35	2	0.5		
	36-46	1	0.2		

Reliability Analysis

Internal consistency reliability is tested through Cronbach's Alpha. Table 3 shows that reliability of the constructs is in acceptable ranges as all the scales are adapted from already existing scales having fair validity and reliability. Values for reliability test are all significant and greater than 0.7 the minimum acceptance level by Nunnally and Bernstein (1994) because in this study already developed scales were used. The values of Cronbach's Alpha range bwteen 0 -1, but a value of 0.70 or above .70 is considered within acceptable limits (Umair et al., 2023) and .70 value is considered the effective reliability value (Mirza et al., 2025).

Table 3: Reliability Test

Scales	Items	Cronbach's Alpha
Brand personality	15	0.948
Self-expression attitude	07	0.729

Self-presentation attitude	05	0.565
Purchase intention	4	0.737
Affective attitude	3	0.763

Correlation Test

Correlation test is employed before running the regression analysis. Correlation coefficient 'r values' fall between {+1 and -1} between two variables, while value of {0} showing nonexistence of correlation (Butt & Yazdani, 2023). Table 4 shows the all variables are correlated significantly among each other with $p < 0.01$. However, correlation (r) above 0.9 shows multicollinearity in the data that breaks one of the assumptions of multiple regression. Result shows that correlation (r) among all variables are less than 0.9, it means this study has met the assumption of multicollinearity.

Table 4: Correlation Test

	1	2	3	4	5
1.Self-expression attitude	-				
2.Affective attitude	0.601**	-			
3.Self-presentation attitude	0.6**	0.696**	-		
4.Brand personality	0.551**	0.601**	0.552**	-	
5-Purchase Intention	0.701**	0.611**	0.530**	0.566**	-

** Correlation is Significant at 0.01 level (2-tailed)

Multiple Regression Analysis

Multiple regression analysis is done through SPSS 22 to test the relationship between variables. There are certain assumptions of multiple regression analysis that should be met before doing the analysis.

Assumptions Testing

Normality Assumption

It is the vital assumption of multiple regression. Normality of data can be checked through Q-Q plots, histograms, and skewness and kurtosis. Figure 4 shows that most of the data is plotted around the mean line in Q-Q plot of dependent variable.

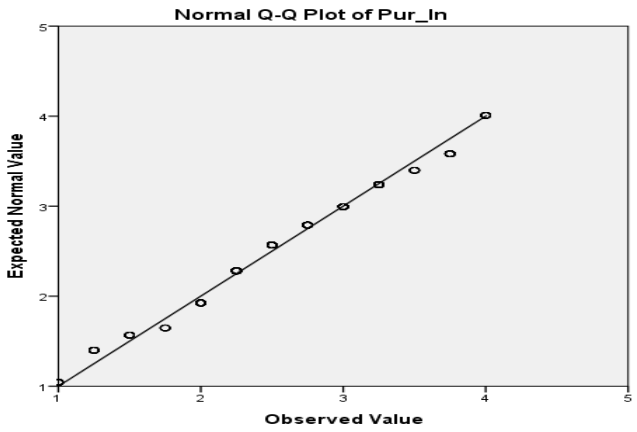


Figure 4: Q-Q plot of dependent variable

Table 5 shows that values of skewness and kurtosis are 0.075 and -0.199 which fall under the recommend range of <3 and <10 (Kline, 2011). The Q-Q plot and values of skewness and kurtosis show that study has met the assumptions of normality of dependent variable.

Table 5: Descriptive Statistics

	N	Min	Max	Mean	S. D	Skewness		Kurtosis	
Purchase intention	368	1.00	4.00	2.463	.71454	.075	.127	-.199	.254

The normality of residuals is assessed through Q-Q plot and histogram. Figure 5 shows that most of residuals are plotted around the mean line in Q-Q plot of residuals.

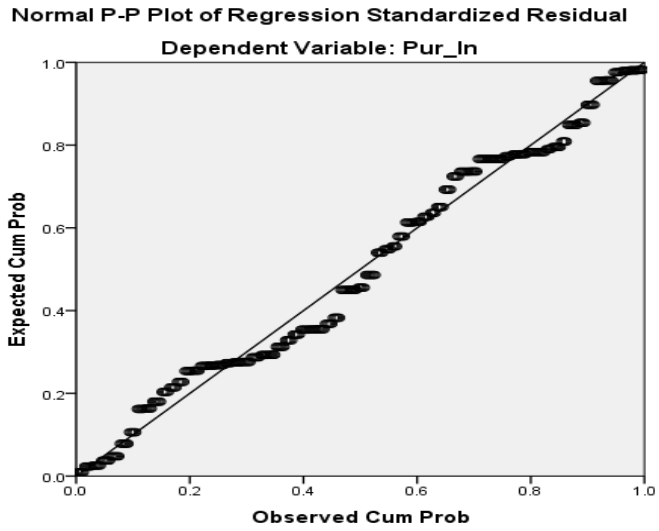


Figure 5: Normal P-P plot

Figure 6 shows that histogram has bell shaped curve with most frequencies are distributed in middle with smaller frequencies towards the extremes. So, this study has also met the assumption of normality of residuals.

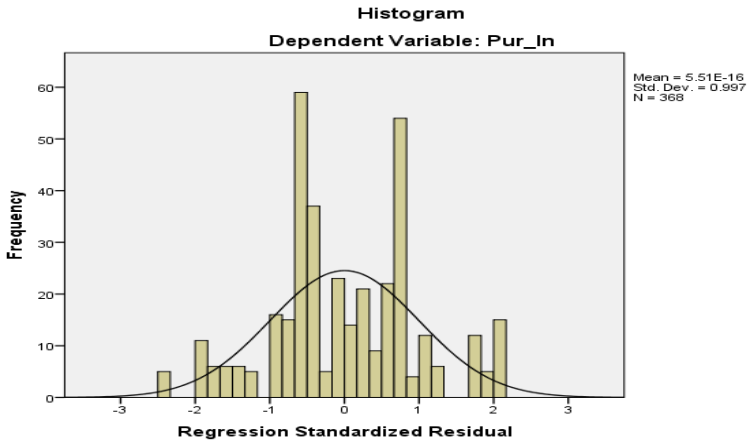


Figure 6: Histogram

Multicollinearity

Collinearity statistics, and correlation test is employed to test the assumption of multicollinearity. A table 6 show that value of tolerance is below 0.9 and value of variance inflation factor (VIF) is closer to one < 10 as recommended.

The value of correlation (r) among all pairs is also less than 0.9 as shown in table 5. Its mean there is no issue of multicollinearity. Hence, this study has met the assumption of multicollinearity.

Table 6: Collinearity Statistics

Tolerance	VIF
.73	1.049

Independence among Errors

The study has met the assumption of independent errors as the value of Durbin Watson test is closer to 2. This value recommends that there is no autocorrelation among residuals.

Hypotheses Testing

After testing the assumptions of multiple regression. We have conducted multiple regression analysis in order to test the H1 and H2. Results related to model summary show that the value of R-square is 0.324. It means 32.4% variance is explained by the model. Results of ANOVA show that model has good fit with F>5 and p<0.001.

H1 posits that greater the self-presentation attitude towards a luxury brand greater would be the purchase intention and it is supported. The standardized regression coefficient (β) from self-presentation attitude to purchase intention is 0.153 which is significant with t > 2 and p < 0.01.

H2 posits that greater the self-expression attitude towards a luxury brand greater would be the purchase intention and it is supported. The standardized regression coefficient (β) from self-expression attitude to purchase intention is 0.173 which is significant with t > 2 and p < 0.01.

Table 7: Results of Multiple Regression

Model Variables		Unstandardized Coefficients		Standardized coefficients	t	Sig.	R2	F	Sig.
		B	St. Error	β					
	Constant	1.501	.195		7.705	.000			
H1	Self-presentation attitude	.193	.065	.153	2.954	.003	0.324	12.67	0.000
H2	Self-expression attitude	.186	.056	.173	3.341	.001			

Dependent variable: Purchase intention

Mediation and Moderation Analysis

Bootstrapping was employed to examine the mediating role of affective attitude and the moderating role of self-brand congruity in the relationships between self-presentation attitude, self-expression attitude, and luxury-brand purchase intention. The analyses were conducted using the PROCESS macro for SPSS developed by Hayes. PROCESS provides a regression-based framework for estimating direct, indirect, conditional, and moderated mediation effects (Hayes, 2022). Bootstrapping is particularly appropriate for mediation analysis because indirect effects often have non-normal sampling distributions; therefore, bootstrap confidence intervals provide a useful basis for evaluating their statistical significance (Fossum & Montoya, 2023).

Two separate conditional process models were estimated. In Model 1, self-presentation attitude was specified as the independent variable, affective attitude as the mediator, self-brand congruity as the moderator, and luxury-brand purchase intention as the dependent variable. In Model 2, self-expression attitude was specified as the independent variable, while affective attitude, self-brand congruity, and purchase intention retained their respective roles.

The indirect effects through affective attitude and the conditional effects associated with self-brand congruity were evaluated using bootstrap confidence intervals. An indirect effect was considered statistically significant when its confidence interval did not include zero. The moderation hypothesis was assessed by examining the interaction effect and the conditional relationship between affective attitude and purchase intention at different levels of self-brand congruity.

Results of Model 1

First, the path between self-presentation attitude and affective attitude is accessed. For that purpose, H3 is developed which posits that self-presentation attitude has a positive influence on affective attitude. It is supported, as the standardized regression coefficient (β) from self-presentation → affective attitude is 0.2521, which is significant with $t > 2$ and $p < 0.001$ as shown in table 8.

Table 8: Results of relationship between self-presentation attitude and affective attitude

	coefficient	se	t	p	LLCI	ULCI
Constant	.9198	.2063	4.4588	.0000	1.2722	2.0124
Self-presentation attitude	.2521	.0773	3.2607	.0000	0.1001	0.4041

Second, the path between affective attitude and purchase intention is tested. Table 9 shows that standardized regression coefficient (β) from affective attitude → purchase intention is 0.449, which is significant with $t > 2$ and $p < 0.001$. Thus, our H5 is supported. Third, the moderating role of self-brand congruity is analyzed. Table 9 shows that interaction term (affective attitude × self-brand congruity) is significantly related with purchase intention with ($\beta = 0.271$, $t > 2$, $p < 0.001$). That supports our H6.

Table 9: Moderation

	coefficient	se	t	p	LLCI	ULCI
Constant	1.1605	0.1510	7.6865	.0000	0.8636	1.4574
Affective Attitude	0.4495	0.0407	11.0398	.0000	0.3694	0.5296
***Interaction term**	0.2701	0.0489	5.5257	.0000	0.1740	0.3663

*Interaction term (Affective attitude × self-brand congruity)

Finally, the direct and indirect effects of self-presentation attitude on purchase intention are analyzed. Table 10 shows that self-presentation has significant direct effect on purchase intention with ($\beta = 0.1104$, $t > 2$, $p < 0.05$). This finding also supports our H1.

Table 10: Direct effect of self-Presentation on purchase Intention

Effect	SE	T	p	LLCI	ULCI
.1104	.0566	2.02	.048	-.0009	.2217

Table 11 shows that the confidence interval does not fall under "0" confirm the indirect effect of self-presentation on purchase intention via affective attitude with (β = 0.147, LLCI = 0.066 to ULCI = 0.250). As self-presentation attitude has significant direct and indirect effects on purchase intention via affective attitude. Therefore, affective attitude partially mediates the relationship between self-presentation attitude and purchase intention.

Table 11: Indirect effect of self-Presentation on purchase Intention

Mediator	Effect	Boot SE	Boot LLCI	Boot ULCI
Affective Attitude	.1473	.0455	.0663	.2508

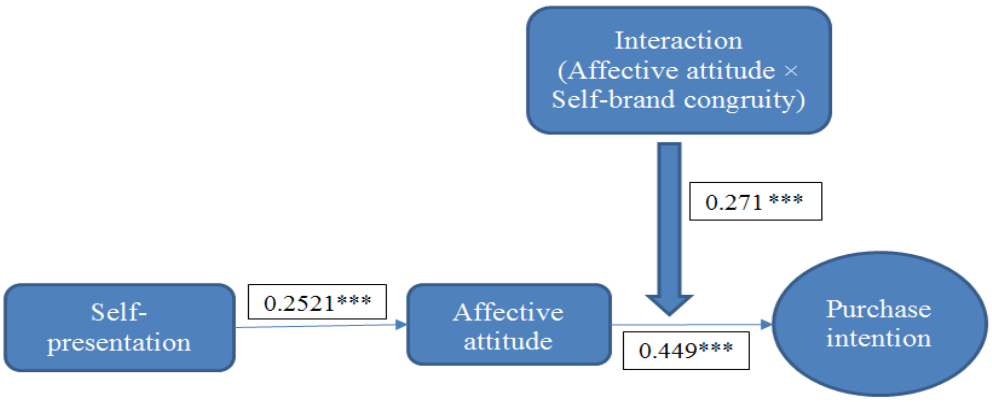


Figure 7: Model 1 with Standardized Regression Coefficients

Results of Model 2

First, the path between self-expression attitude and affective attitude is tested. For that purpose, H4 is developed which posits that Self-expression attitude has a positive influence on affective attitude. It is supported, as the standardized regression coefficient (β) from self-expression → affective attitude is 0.2684, which is significant with t > 2 and p < 0.001.

Table 12: Results of relationship between self-expression attitude and affective attitude

	Coefficient	Se	t	p	LLCI	ULCI
Constant	1.5097	.1822	8.2859	.0000	1.1514	1.8680
Self-expression attitude	.2684	.0651	4.1215	.0000	.1403	.3964

Outcome: Affective Attitude

H5 is tested along with relationship between self-expression attitude and affective attitude. Table 13 shows that relationship between affective attitude and purchase intention is significant with (β =0.4339, t > 2, p < 0.001). Hence, H5 is supported again. The moderating role of self-brand congruity is also analyzed along with relationship between self-expression attitude and affective attitude. Table 13 shows that interaction term (affective attitude × self-brand congruity) is significantly related with purchase intention with (β = 0.259, t > 2, p < 0.001). That supports our H6 again.

Table 13: Interaction (Affective attitude and Self-brand Congruity

	Coefficient	se	t	p	LLCI	ULCI
Constant	.9967	.1493	6.6757	.0000	.7031	1.2903
Affective Attitude	.4339	.0406	10.6870	.0000	.3541	.5138
*Interaction term	.2593	.0485	5.3428	.0000	.1639	.3548

*Interaction term (Affective attitude × self-brand congruity)

Finally, the direct and indirect effects of self-expression attitude on purchase intention are analyzed. Table 14 shows that self-expression attitude has significant direct effect on purchase intention with (β= 0.1668, t > 2, p < 0.001). This finding also supports our H2.

Table 14: Direct effect of self-expression attitude on purchase intention

Effect	SE	T	p	LLCI	ULCI
.1668	.0491	3.3954	.0008	.0702	.2634

Table 15 shows that the confidence interval does not fall under "0" range that confirm the indirect effect of self-expression on purchase intention via affective attitude with (β = 0.1511, LLCI = 0.0987 to ULCI = 0.217). As self-expression attitude has significant direct and indirect effects on purchase intention via affective attitude. Therefore, affective attitude partially mediates the relationship between self-expression attitude and purchase intention.

Table 15: Indirect effect of self-expression attitude on purchase Intention

Mediator	Effect	Boot SE	Boot LLCI	Boot ULCI
Affective Attitude	.1511	.0299	.0987	.2179

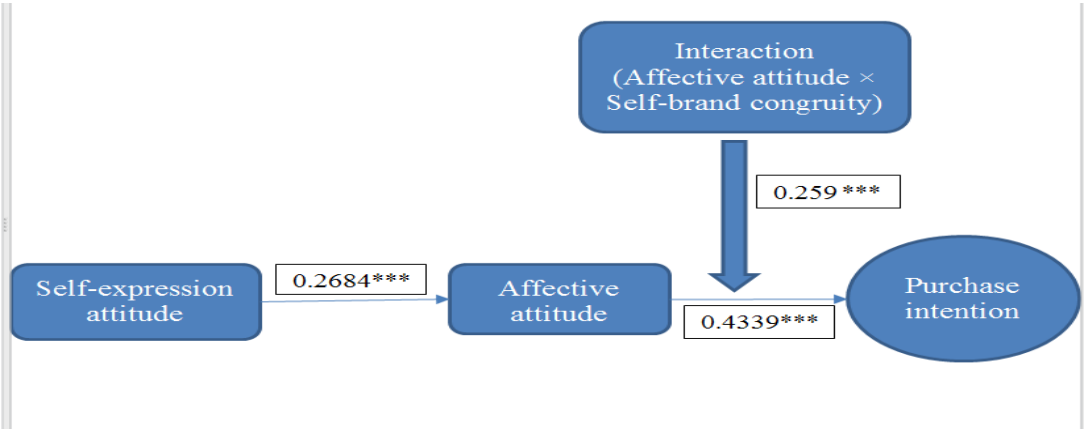


Figure 8. Model 2 with Standardized Regression Coefficients

Discussions & Conclusion

This study extends previous research on luxury-brand purchase intention by examining how social-function attitudes, specifically self-presentation and self-expression, influence consumers' affective attitudes and purchase intentions. The findings contribute to the functional theory of attitudes by demonstrating the importance of social and identity-related motives in shaping consumers' emotional responses and behavioural intentions towards luxury brands. Attitudes can serve different psychological functions, including self-expression and social adjustment, which help explain why consumers may prefer brands that reflect their personal values, aspirations, and desired social image (Katz, 1960; Shavitt, 1989).

The findings further suggest that affective attitudes play an important role in the formation of luxury-brand purchase intentions. When consumers perceive a luxury brand as consistent with their personal values, intrinsic beliefs, and desired identity, they may develop more favourable emotional evaluations of that brand.

This interpretation is consistent with earlier work on self-monitoring and value-expressive attitudes (Snyder & DeBono, 1985) and with contemporary research highlighting the role of identity, affective evaluations, and social identity in luxury-fashion purchase intention (Lau et al., 2023). Recent research has also demonstrated that luxury consumption involves multiple perceived-value dimensions, including symbolic and experiential considerations, which can shape consumers' purchase intentions (Liu et al., 2023).

Furthermore, the relationship between social-function attitudes and purchase intention suggests that consumers may be more willing to purchase luxury brands when the brands' perceived personality aligns with their own personality, intrinsic beliefs, and desired social image. This interpretation is consistent with the view that consumers use brands to communicate aspects of their identity and social position (Bearden & Etzel, 1982; Grubb & Grathwohl, 1967). More recent research has examined how self-congruity and brand prominence influence luxury purchase intention, indicating that the relationship between luxury brands and consumers' self-concepts remains an important area of investigation (Aw et al., 2021).

Overall, these findings highlight the importance of considering both the social functions of attitudes and consumers' emotional evaluations when explaining luxury-brand purchase intention. They also suggest that luxury-brand marketing strategies should consider not only prestige and status signalling but also the extent to which brand identity resonates with consumers' personal values and desired self-image.

Managerial Implications

The findings of the study provide important implications for luxury brand retailers who are doing business in Pakistani luxury market. Manufacturers of luxury brands should focus on strong brand personality and extraordinary individuality along with other characteristics due to the fact that luxury brand consumers pay more attention to their image and buy only those products that are consistent with their image.

All over the world luxury brands are being used to convey social status wealth and novelty along with high self-esteem so in order to make a luxury brand successful the personality of the brand should be such as to convey a symbol of higher status and upscale image in the society. Marketers of luxury brands should create such strategy that compels the consumers to purchase the brand because it would ensure and convey their esteem and wealth properly.

These findings also provide practical implications for marketing luxury brands in Pakistan. Emphasizing exclusivity of the brand may be an effective marketing strategy for luxury brands in the Pakistani market, as it focuses on using luxury brands to avoid similarity to others in general. Advertising campaigns can imply the luxury brand's elite usage group to help Pakistani consumers convey membership in a specific social group and the exclusion of other groups.

Recommendations for Future Study and Limitations

Future researches should use a representative sample in order to generalize the results to larger population. As the sample used in this study mainly consists of young population that is only a small segment of luxury brand consumers so there is problem with the generalizability of results. Further research can also be done in order to compare consumption patterns of different sectors in the society and a cross-cultural comparison as well. More and more brands can be used for purpose of the study. Future researches should also include more important factors and reason that influence purchase intention of luxury brands that were not included in this study due to resource constraints and other limitations.

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